65

BROADCASTING

combined with

Broadcast Advertising

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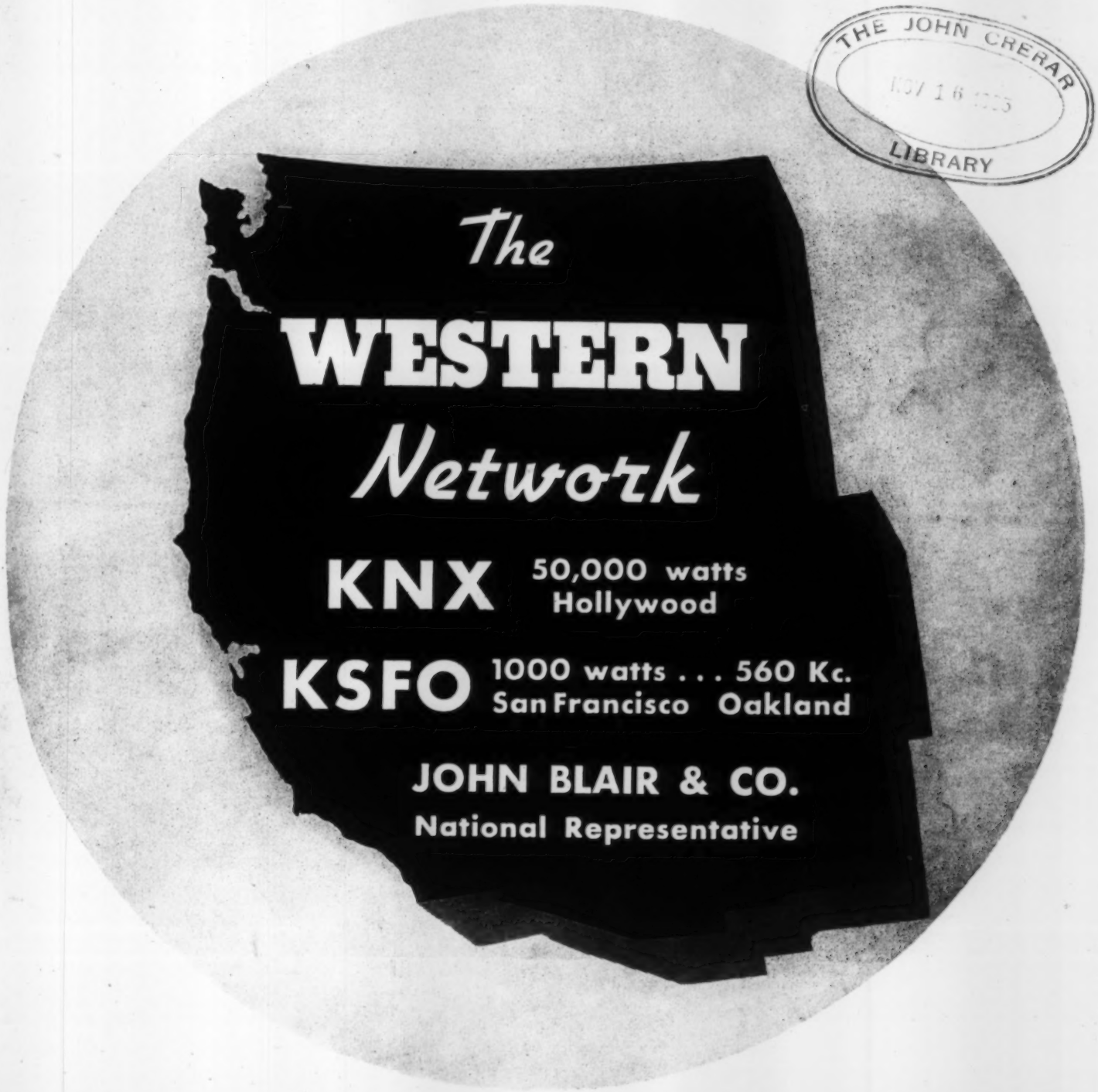
WASHINGTON, D. C.
NOVEMBER 15, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
NOV 16 1935
LIBRARY



HUMPS

:their histories, habits and habitats

Humps in cats' backs are induced by playful puppies, passing motorcycles, photographers with flashlights, flirtatious male cats who won't take "No" for an answer, and just plain orneriness. Humps in sales curves spring from special deals, price cutting, Reports of Recovery, enlarged sales forces, increased advertising appropriations or merely a switch to radio advertising via CBS. Measured by permanency, profit or prospects the last way is the best way to hoist a Hump-That-Keeps-On-Humping. Advertisers who'd like to see their sales curves zoom upward are invited to scrutinize the case histories of CBS clients. They will find again and again such provocative examples as these, taken from the current year: A toothpaste whose sales began to spurt ahead of the industry's by 35% two months after it began broadcasting. A breakfast food, now in its third year of CBS radio advertising, that has jumped from eighth place to third. An automobile that is doubling last year's sales. Such significant successes explain why Columbia's sales show so sweeping an increase over last year, why CBS is used exclusively by twice as many of the 100 largest advertisers as is any other network.

THE COLUMBIA BROADCASTING SYSTEM

WORLD'S LARGEST RADIO NETWORK • 485 Madison Avenue, New York City

Scrambled OR

Sunny-Side Up?

EGGS and **DOLLARS** representing YOUR SALES, are comparable!!! "Scrambled eggs" can be too loose, too dry, and rarely just right... BUT, when it comes to serving 'em **Sunny-Side Up,** it's no longer a problem . . . because . . . they're sure to please every time.

HEARST RADIO maintains a service with its millions of listeners by giving them programs **Sunny-Side Up,** and in return, these audiences show their appreciation and satisfaction BY BUYING nationally advertised goods promoted over the air by our stations.

HOW WILL YOU HAVE YOURS, "SCRAMBLED OR SUNNY-SIDE UP?"

HEARST RADIO

NATIONAL REPRESENTATIVE:

WCAE . . . . PITTSBURGH	KYA . . . SAN FRANCISCO	WISN . . . . . MILWAUKEE
WINS . . . . . NEW YORK	WBAL . . . . . BALTIMORE	KEHE . . . . LOS ANGELES

HEARST MAGAZINE BUILDING, 959 EIGHTH AVE., NEW YORK • COLUMBUS 5-7300
HEARST BUILDING, MARKET at THIRD, SAN FRANCISCO, CAL. • DOUGLAS 2536
HEARST BUILDING, 326 WEST MADISON STREET, CHICAGO, ILL. • CENTRAL 6124

PUBLIC SALESMAN NO. 1

LET the most progressive station in St. Louis be your salesman in this important market.

KWK offers the advertiser a high percentage of listeners that includes an excellent list of prospects for a wide variety of products.

BY reaching the actual spending power in this area you are assured of increased sales and profits. Our capable and efficient staff is ready to serve you at any time and help you plan the type of program that will enable you to get your share of business in this prosperous market.

THOMAS PATRICK, INC.

HOTEL CHASE — ST. LOUIS, MO.

Representative

PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO

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"How'm I doin', Mr. F J & F ?"

IF you're wearing out your youth in figuring station coverages, schedules, and so forth, you're not doing so hot!

Lots of the things that can take you hours to search out for yourself are right at the tips of *our* fingers. Stations that are perhaps a mere alphabetical scramble to you are very intimate and well-known personalities to us. "Complete information" which doesn't cover one page in *your* files is enlarged to book-size in *ours*. And so on.

So . . . if you're making plans for radio, turn part of the job over to us. We're at your service—and you'll find our services valuable, even though they cost you nothing. Address:

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . . . . . Charleston
WIS . (NBC) . . . . . Columbia
WAIU . . . . . Columbus
WOC . (CBS) . . . . Davenport
WDAY (NBC) . . . . . Fargo
KTAT . (SBS) . . . . . Fort Worth

WDRC . (CBS) . . . . Hartford
WKZO . (NBC) . . . Kalamazoo
WNOX . (CBS) . . . . Knoxville
WMAZ . . . . . Macon
KOMA . (CBS-SBS) . Oklahoma City
WMBD . (CBS) . . . . . Peoria

WPTF . (NBC) . . . . . Raleigh
KTSA . (CBS-SBS) . . San Antonio
WDAE . (CBS) . . . . . Tampa
KTUL . (CBS) . . . . . Tulsa
KALE . . . . . Portland

and

Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 10 WASHINGTON, D. C., NOVEMBER 15, 1935 $3.00 A YEAR — 15c A COPY

Joint Hearings Planned on Power Boosts

By SOL TAISHOFF

FCC Expected to Delay Regional Channel Change Until Clear Channel Report Is Made by Engineering Staff

A GENERAL HEARING early next year on engineering plans for realignment of the broadcasting spectrum embracing clear channel as well as regional stations, is the present plan of the Broadcast Division of the FCC.

The three members of the Division are in virtual agreement that the proposal for a regional channel revamping, including a horizontal power increase for a substantial number of stations, should be deferred only until engineering reports are made on clear channel-superpower phases of the entire project.

Reports that the entire plan had been abandoned because of opposition to the initial regional recommendations were flatly denied. It was said that developments since disclosure of the regional plan might make it advisable to defer action until it could be considered along with the clear channel recommendations.

It was asserted that the plan is to designate for a general hearing the engineering recommendations covering both the regional and clear-channel changes, rather than hold separate sessions. This appeared to be the most likely course although there was still a possibility that the regional recommendations would be referred back to the engineering department for further study (see Nov. 1 BROADCASTING for regional channel recommendations).

Early Action Asked

COUPLED with the latter possibility is the fact that the post of chief engineer, vacated Nov. 12 by Dr. C. B. Jolliffe, has not yet been filled. The new chief engineer, whoever he may be, may have ideas and plans of his own which would warrant consideration prior to Broadcast Division action.

The clear-channel recommendations are expected from the engineering department within a month, or by Dec. 15. Roughly, the proposal, under the existing plan, encompasses the setting aside of some 25 of the clear channels for superpower operation, with a minimum of 50,000 watts and "earmarked" for eventual 500,000-watt operation. East and West Coast duplication on the remaining 15 channels designated in the regulations as "clear" also is understood to be contemplated.

Commissioners Assure General Hearing

DISPELLING reports that the entire plan for a realignment of broadcasting facilities had been abandoned, Chairman Anning S. Prall of the FCC Nov. 12 authorized the following statement concurred in by Vice Chairman Case of the Broadcast Division:

It is the plan of the Broadcast Division to consider the regional and clear channel recommendations jointly. At present our purpose is to schedule a general hearing after receipt of the clear channel recommendations, expected next month, at which all parties in interest will have full and free opportunity to present their views and offer evidence. Because of the importance of the whole matter of realignment of broadcasting assignments, the Broadcast Division will not be stampeded into action.

The reallocation matter, in my opinion, is the most important question with which the Broadcast Division has had to deal since the creation of the FCC. We will give it full and complete consideration before arriving at any concrete conclusion. The general hearing will be the initial step in that direction.

Reasons advanced for the joint consideration at a general hearing of the regional clear-channel recommendations were mainly that the two classes of channels are interrelated, and that at a general hearing all parties in interest would be in position to offer testimony covering both classifications. Since the publication by BROADCASTING of the regional-channel recommendations, under which seven of the 40 regional waves would be increased horizontally to 5,000 watts day and night (as against the 1,000-watt present night maximum), the Broadcast Division has received numerous communications, some of them urging prompt action and others asking that additional frequencies be added to the 5,000 watt category.

Another development tieing into the reallocation situation was the motion introduced Nov. 6 by Commissioner Irvin Stewart, referred to the Broadcast Division, instructing it to study and report on the advisability of adopting special regulations governing chain broadcasting. The motion has particular reference to duplication of chain programs over clear-channel stations. Obviously, the projected use of superpower on certain clear channels figures in this proposal and will require consideration concurrently with any clear-channel realignment. (See detailed story on Stewart motion on page 12.)

In any event, nothing seems to substantiate the widely current report that the entire engineering project has been "scuttled". The Engineering Department's recommendations on regionals, and those to be made on other classes of stations, it was emphasized, are designed to take advantage of technical advances in radio since the last reallocation in 1928 and do not have to do with the economic side of broadcasting.

Opposition to the regional proposal was expressed to the three members of the Broadcast Division by CBS on the ground that it would suffer in comparison to NBC. It claimed that of the 28 stations on the seven regional channels recommended for 5,000 watts, 18 were on the NBC networks, while only five were CBS and five non-network.

William S. Paley, CBS president, discussed the proposal with Broadcast Division members individually on Oct. 30. He also visited the White House the same day, and paid his respects to President Roosevelt. FCC matters, however, it is reported, were not touched upon in any way during the five-minute conversation with the President.

Scientific Selection

AFTER the CBS expressions, it was reported, the regional recommendations were gone into by members of the Broadcast Division, who are entirely satisfied that the engineering report was based on scientific considerations only and that the stations *per se* had not been given consideration in devising the plan. In other words, it was found that on the seven channels recommended for 5,000 watt night operation, it is possible to get the necessary 900-mile separation between stations to avert interference. On the lessor classes of regionals recommended, separations of this distance were not found possible.

As it now stands the three members of the Broadcast Division are in virtual agreement that nothing should be done on the regional recommendations until the clear-channel proposals are at hand. They also are agreed that the reallocation project is of such transcendant importance that haste should be made slowly, although something definite along that general line should be followed.

Thus, it now appears definite that a general hearing will be held on the regional and clear-channel recommendations. The basic procedure has received tentative approval. That embraces the plan of drafting proposed rules covering the recommended changes. The Broadcast Division then would call a general hearing on the proposed rule or series of rules, inviting all parties having a legitimate interest to appear. Parties in interest would be asked to file appearances within 30 days from the call for the hearings, stating briefly their positions and also any specific objections. The hearing itself probably would be set two or three months after FCC action.

With the clear-channel recommendations expected about Dec. 15, it is likely that the Broadcast Division will not be in position to consider its course until after the new year. At the earliest, it seems evident that no general hearing could be held until about March, 1936.

Knoxville Proposal

STATIONS supporting the regional recommendations have expressed dissatisfaction over the Broadcast Division's failure to set a general hearing. These objections in the main are that the FCC, in setting the proposed rule for hearing, would not make the regional recommendations mandatory in any sense. Any parties which feel they would suffer from the proposed changes, they stated, could offer evidence to that end in the formal hearing proceedings.

Already there has been one formal proposal made to FCC members urging a change in the regional-channel recommendation. On behalf of WNOX, Knoxville, James C. Hanrahan, vice president of Continental Radio Co., Scripps-Howard radio subsidiary which recently purchased the station, asked that the 1010 kc. channel, on which WNOX is assigned, be considered

as one of the waves on which 5,000 watt night power would be permitted. The station now is in the Class "B" category, or on one of the channels recommended for 1,000 watt night operation. He pointed out that 1010 kc. is completely "hemmed in" by clear channel stations, and therefore would be vulnerable to serious interference if the 500,000 watt clear-channel proposal materializes. It is apparent, he said, that the FCC can include 1010 kc. in the 5,000 watt night group since it is the only channel in the 1,000 watt night group completely or even slightly surrounded by clear channels.

As was anticipated, all sorts of weird stories about political machinations in connection with the projected reallocation are being given currency. This speculation, apparently made out of whole cloth, goes so far as to predict that "Democratic" stations will be benefited and that stations owned by some of the "Republican" newspapers will be penalized. Another unsubstantiated story which became widespread was that orders had come down from the White House that no reallocation should be made before 1936 elections.

Kelvinator Cooperates In Local Dealer Drives

KELVINATOR Corp., Detroit (refrigerators) is making available radio announcements of one-minute duration, designed to promote local sales of Kelvinator and Leonard refrigerators until the end of the year. Dealers will be at liberty to use these continuities, along with other sales promotional material prepared by Kelvinator and its new agency, Geyer, Cornell & Newell Inc., Detroit.

Cost of the advertising which the dealers will use will be paid for on a cooperative basis. Kelvinator's contest revolves around letters written on "Why I Want a Kelvinator for Christmas". Leonard's will be a competitive essay contest of 50 words or less on the Leonard feature of greatest appeal to the writer.

Station in Indiana Sought By Typographical Union

INTERNATIONAL Typographical Union of North America, affiliate of the American Federation of Labor, has filed with the FCC an application for a new station in Indianapolis to take over the facilities of WIND, Gary, Ind., it was announced Nov. 4. The facilities sought are full-time on 560 kc. with 1,000 watts night, 5,000 day.

The Union is the same organization which at its convention in Toronto last September, adopted a resolution endorsing government ownership of broadcasting, raising as one of the reasons the diversion of advertising from newspapers to radio, with purported resultant unemployment in the printing trades.

At its meeting Nov. 12, the Broadcast Division denied the ITU petition to intervene in the application of L. M. Kennett, for a new station in Indianapolis, and have the Examiner's report recommending favorable action set aside. Oral arguments on the Kennett application for a new station on 600 kc. with 1,000 watts, daytime, were heard Nov. 7.

Don Lee Network Renews With CBS

DON LEE Broadcasting System, Pacific Coast segment of CBS, has signed a one-year extension of its present contract with the network, which will run until Jan. 31, 1937, it was learned Nov. 4. The extension was signed in New York during the last week in October by Thomas S. Lee, president of Don Lee, and William J. Gleason, controller.

Simultaneously, it was learned that KSL, Salt Lake City, 50,000-watt clear channel station, had signed a five-year extension of its present contract with CBS, dating back from last Aug. 18. This contract also was negotiated during the last week in October.

There are no other CBS station contracts in process of negotiation, it was stated. The contract with Yankee Network runs until Jan. 1, 1937, and talk of any difficulties in connection with it were branded inaccurate.

Discs Service Organized To Serve Independents

FORMATION of Transcontinental Broadcasting Co. Inc., projected as a "transcription network service" and proposing to offer commercially sold transcriptions and a library service to independent radio stations, was disclosed this month with the incorporation of the company in Delaware with a capitalization of $100,000. Backers of the project were not revealed, though former U. S. Senator C. C. Dill of Washington, now an attorney with offices in the Munsey Bldg., Washington, D. C., was named as counsel.

Senator Dill's offices are temporary Eastern headquarters pending the opening of New York and Chicago offices. An office at 729 S. Western Ave., Los Angeles, has already been established with Bayard Weibert in charge. Mr. Weibert is president of the concern, being connected with Hollywood motion picture interests. It is believed that motion picture interests are behind the project, which proposes to offer its transcriptions only to non-network-affiliated stations.

BROADCAST TARIFF REVISED BY A. T. & T.

LIBERALIZATION of the telephone tariffs of the American Telephone and Telegraph Co. for broadcasting stations was approved by the FCC Telephone Division Nov. 1. The FCC's granting of a special permission for a revision of the A. T. & T. tariff on radio broadcast program channel facilities will mean that more than one radio station in an exchange area can be connected with the network for program transmission.

The revision stated that the regulations had been changed by the A. T. & T. so more than one radio station in the same exchange served by means of Schedule C radio broadcast program channel facilities may be connected as an extension to Schedule B facilities on less than the statutory 30 days notice. Another change, effective Dec. 2, will permit more than one station served by Schedule C and D facilities to become connected with Schedule A facilities in the same exchange area. Previously only one radio station could be connected for network transmission in the same area.

The effect of the change, it is said, will be that of allowing non-network stations to tie into networks for outstanding broadcasts, such as Presidential speeches, World's Series games, and the like, without first giving 30 days notice, and also without paying costs for Schedule A circuits, balanced for music. Regular "talk" circuits at substantially lower rates thus can be used.

Nine C. & O. Spots

CHESAPEAKE & OHIO Railroad on Nov. 1 began a 52-week schedule of 5-minute transcriptions six times weekly over nine stations in its territory. The transcriptions, selected from the WBS and NBC-Thesaurus library services, are spotted after 7 p. m., local time in each city used, with the exception of WHAS, Louisville, which is using its staff orchestra. Other stations handling the schedule are WCKY, WRC, WJSV, KSD, WREN, KVOO, KPRC and WFBM. Campbell - Ewald Co. is handling the account through its Washington office.

COST OF HIGH POWER STATIONS

Proposed Change in Assignments Would Mean Millions In New Equipment and Energy Used

FIGURES that resemble foreign war debts are being bandied about in conversations concerning the pending FCC plan for redistribution of broadcasting station assignments. The estimates cover cost of installations of new equipment, power and other outlays that would be required if the plan went through in toto. (At this writing, the fate of the project hangs in the balance, because of strong objections made to the very first phase of it affecting regional channels.)

All told, it is estimated that outlays for equipment by stations affected and by new stations would be between $35,000,000 and $50,000,000. By far the largest portion would be for new equipment for 500,000-watt stations, 25 of which would be provided for under a gradual expansion plan. The WLW, Cincinnati, 500,000 - watt transmitter cost in the neighborhood of $500,000. Engineers, however, believe this figure can be cut in half, or reduced even lower under mass production. At half the WLW cost, it would represent an expenditure of $6,000,000 for these super-power plants alone.

Equally as interesting are the estimates of actual operating costs for electrical energy. The average power bill of a 50,000-watt station is between $15,000 and $20,000 per year. For a 500,000-watt station, the cost, it is estimated, would go up to between $70,000 and $100,000 a year. For 25 super-power stations of 500,000 watts, the power expenditures would mean, roughly, $2,500,000.

Government Calls For Code Revival

Broadcasting Industry Invited To Preliminary Conference

BROADCASTING industry collaboration in the effort to revive NRA practices for industry regulation has been sought by George L. Berry, Federal Coordinator for Industrial Cooperation, in his call for a round-table conference scheduled in Washington Dec. 9. Mr. Berry on Nov. 7 sent to James W. Baldwin, NAB managing director and former executive officer of the Code Authority for the Broadcasting Industry, an invitation to participate in the conference.

Mr. Baldwin declared Nov. 9 that the matter was one which would require action of the NAB board. He asserted he would submit the matter to the members of the board as soon as all pertinent information is at hand.

In his letter Mr. Berry asserted that 5,000 representatives of industry who were active in NRA code matters had been invited to participate in the conference. Of these, he asserted, some 73% expressed unqualified approval of the plan while 23% were non-committal and wanted to take up the matter with their industry memberships. Only 4% were opposed.

Federal Treaty Powers

THE PROCEDURE informally outlined was that of a general conference of all groups and then of separate meetings of representatives of industry, on the one hand, and of management and labor on the other. Mr. Berry said he would be the only government representative and would act as coordinator.

Since the call for the conference, NRA lawyers and others identified with the recovery movement have urged that plans be worked out whereby the Government can use its treaty powers for the drafting of trade compacts along NRA lines, and in that way supersede the laws of Congress and be within the terms of the Constitution. The NRA codes were dissolved last summer when the Supreme Court held the National Industrial Recovery Act, under which NRA functioned, was unconstitutional.

Sponsors the Futurity

A SPECIAL hookup was arranged by American Oil Co., Baltimore (Amoco gas and oil) for the running of the "Futurity" Nov. 2, linking WBAL, Baltimore; WFIL, Philadelphia, and WMAL, Washington. While the networks were occupying themselves with football games, Amoco engaged Clem McCarthy, the NBC sports specialist, to describe the day's horse races. It bought a four-hour afternoon period through the Joseph Katz Agency, Baltimore. When a generator blew out at 1 p. m., WFIL went off the air, quick work by Frank Becker, chief engineer, and ten assistants bringing the station back in operation at 6:15 p. m. Ordinarily this type of accident requires a day or more to repair. WFIL lost the American Oil "Futurity" sponsorship, of course, but more than offset the loss by selling the sponsor election returns.

Radio to Make Nation Ice Cream Conscious

Spot Campaign Placed Locally Being Launched by Producers; All-Year Consumption, Invigoration to Be Stressed

A MAJOR advertising campaign to make America "ice cream conscious" is being launched by the International Association of Ice Cream Manufacturers, with radio selected to play an important if not the predominant role through transcription spot placements.

Having approved the idea at its annual convention last month, the Association now has five representatives on the road contacting local manufacturers to line up the campaign for spring introduction. The campaign, covering newspapers and billboards along with radio, was devised by Robert C. Desirins, vice president of Campbell-Ewald Co. Inc., in charge of the Washington office, who is advertising counsellor for the Association.

The effort will be to popularize ice cream as a food for all-year consumption rather than a hot-weather confection. Such slogans as "The Pickup That Never Lets You Down", will be used in conjunction with an office worker's drive for a "3 O'clock Recess" so they can get an ice cream snack.

Ice Cream Hour

STILL another part of the campaign will be that of having ice cream time compete with cocktail hours. Cocktail bars, for example, would be stocked with ice cream products so that abstainers may have their ice cream pickups while their cocktail drinking companions enjoy their drinks.

Decision to launch the campaign was reached after Mr. Desirins, credited with conceiving the idea, addressed the Association's convention in St. Louis on Oct. 15. Leo J. Fitzpatrick, president of the NAB and general manager of WJR, Detroit, also addressed the convention, and urged widespread use of radio along the lines suggested by Mr. Desirins.

The Association is representative of approximately 70% of the ice cream manufacturing industry, having 500 members operating 1,200 plants. Annual production of its membership averages about 180,000,000 gallons, having an average retail value of $1 per gallon for a monetary turnover of $180,000,000. It is hoped, through the advertising campaign, to step up consumption at least 25%.

Robert Hibben is executive secretary of the Association, with headquarters in the Barr Building, Washington. The advertising campaign is being coordinated through Mr. Desirins but, of course, will be placed locally by individual manufacturers and their agencies. It is expected to begin by next spring in at least 100 markets with radio to be used extensively by individual manufacturers along program lines suggested by the Association, through Campbell-Ewald.

The five representatives now in the field have with them proposed campaigns covering different types of media. The radio test is a transcription, produced by World Broadcasting System, covering a five-minute sample program with music and dialogue, and three one-minute sample spot announcements. The five-minute spots for regular daily schedule are being recommended strongly as "the best buy in radio".

Although less than a month has elapsed since the promotion work was launched a substantial number of manufacturers already have agreed to the campaigns locally, it was reported. It is hoped to have the drive in full force on a nation-wide basis by spring although in certain cities the campaigns may be started earlier.

As soon as sufficient reaction from manufacturers is procured on the spot radio efforts, according to Mr. Desirins, production plans will be devised on large scale. Different types of programs must be arranged because of the likelihood that competitive manufacturers in the same markets will use competing stations.

Merchandising Tie-ins

IDEAS aplenty have been shaped for the programs. In the five-minute spots, for example, one of the programs will have a background of dance music. The girl friend will complain to her dancing partner that he has lost his usual pep on the ball-room floor. Off they go to the ice cream bar. Then back on the dance floor they flit, with the young man remarkably invigorated.

The "3 O'clock Recess", however, will be the strong plug. "Time Out For Health Is Time in for the Boss", is one of the catch lines. "Keep in Step—Ice Cream for Pep" is another. "Restore Spent Energy" is a third.

For juvenile appeal, the sales effort will be to establish ice cream as a nourishing food, rather than a delicacy or a Sunday dinner treat. Many merchandising tie-ins have been devised.

MR. DESIRINS

The representatives in the field have been assigned to cover the entire country with their proposed advertising campaigns. The transcription samples also will be made available to broadcasting stations upon payment of the nominal pressing charges. The representatives and their territories are:

Fred Walker — Ohio, Indiana, Illinois, Maryland, Kentucky, District of Columbia, West Virginia, Virginia, Western Pennsylvania.

F. Guy Sutherland — New York, Delaware, New Jersey, Rhode Island, Massachusetts, Connecticut, New Hampshire, Michigan, Maine, Eastern Pennsylvania.

George A. Robe — California, Oregon, Washington, Idaho, Utah, Wyoming, Montana, New Mexico, Nevada, Colorado, and Texas.

George R. Williams — Iowa, North and South Dakota, Nebraska, Missouri, Kansas, Oklahoma, Minnesota, Wisconsin.

James M. Lynch Jr.—North and South Carolina, Georgia, Tennessee, Alabama, Mississippi, Florida, Louisiana, Arkansas.

Impetus was given the campaign by Mr. Fitzpatrick in his address before the Association. He pointed out that the ice cream industry or the dairy industry as a whole, has never utilized radio. After pointing to the various phenomenal successes growing out of the use of radio advertising, he said:

Radio Sells Ideas

IT HAS BEEN demonstrated that radio will sell goods across a counter, or will sell an idea, which will in turn promote the sale of goods. I am not familiar with your problems, or what slant your advertising campaigns will tend to take during the next few months or years. But I realize that ice cream dealers want to build up a nation-wide consciousness that their product is more than merely a luxury. By scientific research you have convinced yourselves and have proved that it is a health asset, a very nourishing, valuable food. You have been made aware of many properties possessed by ice cream other than taste and flavor.

And you have been getting closer to the ideal of making ice cream a year-round dish; not merely a hot weather luxury.

And I am sure that you must often be reminded in this respect of what Sir Thomas Lipton and a sail-boat did to make the British Empire a nation of tea drinkers by building up that terrific thirst for tea that seems to afflict every English man or woman around 4 o'clock in the afternoon.

Personally, I am sure that a dish of ice cream has greater possibilities for a pick-me-up than tea; even than a cocktail . . . and I think you could build toward an ideal of making the American people ice cream hungry every afternoon at 4 o'clock.

I am not taking sides for any medium of advertising, now. I am not talking specifically of radio. I believe you should consider all possible forms, yet you cannot overlook the fact that you have a job to perform and that advertising is waiting, ready to be set in motion, to be the dynamo you need to get that job accomplished.

I think I have more actual faith in advertising than any other force in the world today. I think had business men and advertisers been in complete control during the depression we should have been able to find our way out much earlier than the politicians were able to do for us and that we should never even have considered such means as plowing corn underground and slaughtering hogs and cattle uselessly. I frankly don't believe that there is such a thing as over-production; not in a country of 120 million people, rich and productive like this; I can't see overproduction in a country where many a man has never hoped to own more than one pair of shoes or one suit of clothes at a time. And I venture to say there are thousands of persons still in America who never taste a dish of ice cream from one year to another. There are still a million families right here in the Midwest,

(*Continued on page 54*)

Superstitious? Here's a Friday the 13th Stunt!

NEXT month has a Friday the 13th and here's the way WHAM, Rochester, N. Y., stages a stunt program for 14 cents. Thirteen civic leaders participate. They enter the studio under a ladder (1); sit 13 around the table in their shirt-sleeves (2); break mirrors (3); light three cigarettes from one match (4); have a black cat as mascot (5); raise an umbrella indoors (6); and then defy all the other jinxes they can think of. After describing the proceedings, a psychologist speaks briefly on the origin of such superstitions. The stunt is climaxed by a 20-minute curbstone forum in which passers-by are led beneath a ladder to the sidewalk microphone, questioned for original hoodoo beliefs, and then offered a pocket mirror and defied to break it on the sidewalk. Oh yes, the 14 cents! Well that's for a dozen pocket mirrors.

Advertising's Place in Recovery Scheme

By ROY S. DURSTINE
Vice President and General Manager, Batten, Barton, Durstine & Osborn Inc.

Learn the Facts on Unemployment, Then Change the Trend Of Public Opinion by Advertising, He Proposes

Mr. Durstine

BUSINESS has been taking it on the chin for 72 months, but it's still in there, swinging. That's the way Mr. Durstine feels about it. Not only that, but he sees a powerful force that can hasten recovery. That force is advertising. But if old Dr. Advertising is to help business through its convalescence, it must know the symptoms. There's a way of knowing, he believes, and here it is, accompanied by some searching comment on business in general and its relation to advertising.

OBSERVERS of the current American scene as we approach the 1936 presidential elections find that not only all American business but all Americans are divided into two principal classes —those who are earning a living for themselves and for a number of other people and those who feel that the world owes them a living. When the history of our alphabetical recuperation is written it may be possible to put an estimate on the corroding effect of the widespread habit of self-pity planted in the minds of a nation which up to now has known the value and the satisfaction of self respect.

One comparatively small business enterprise which operates in only six of the states of this union of ours is faced with exactly 26 different federal, state, county and city forms of taxation. Is all this taxation accomplishing anything or is it, as many believe, creating a nation of paupers?

Nobody begrudges a penny of the taxes necessary to foot the bill of caring for the needy. But how can we sit by complacently when billions are being poured in without an apparent lessening of the numbers who either can't or won't find work? What are the actual figures? Does anybody know?

If just one million from all those billions was set aside to get the facts, the market research people both in and outside of the advertising business would find the figures on this unemployment situation in from three to four months, and do it on the business basis that is being used to safeguard the advertisers' dollars as a regular part of a day's work. We have done harder jobs than that. If nobody else can do it, give it to us. We can get the facts.

What Advertising Can Do

AND WHILE we are about it give us ten millions more and we will cure the greatest economic ill now besetting the body politic. What is meant is this:

Advertising men have learned long ago that the power of propaganda can be used to mould opinion. We have noticed in the past twenty years that whenever war in Europe is in the air, for example, a sympathetic feeling for one European country or another is built up in American minds. Things like that don't just happen.

Close at home within our own borders we have heard the self-pity of discouraged millions fed by offers of unearned ease and promises of Utopian philosophies.

The same forces that have been used to preach these doctrines of defeatism and false comfort can and must be used to remind the people of this country that this nation was never built from a wilderness to a first-class world power in the short span of 150 years by letting George do it.

Unemployment can be licked if, first, the facts and figures about it are really learned; and, second, if a renewed appreciation of the solid qualities of American self-reliance can be stirred in tired and discouraged and misled millions. It would take a million dollars to get the facts and another ten million to change national thinking. But that's a lot less than even *one* billion.

But let's not wait too long. Advertising men have learned that when a trend of public opinion is crystallized in one direction or another it can be too late to change it.

This is a funny country, and when it decides that it is through with anything, it is through. Remember what happened to Congress shoes, to petticoats, to high stiff corsets, and to hair nets and to miniature golf?

Let's not wait until the homely virtues of American character go out of fashion, too. Let's put down fact-finding as the first useful task which advertising can do for recovery, and let's remember that the same technique that is now serving individual manufacturers can be applied to the broadest problems that this country faces. With the country beset by labor racketeers, by the prophets of defeat and soft-living promises, with many politicians afraid to face the truth for fear of losing votes, this country needs an awakening that can come only from those who believe that the true democracy of a real republic can lift its voice as loud as the demagogues, and that it will find a response in the hearts of Americans.

When we speak of recovery, we mean more than a money recovery. We mean a recovery of moral fibre, too. The force of advertising can work for that recovery too.

What else can advertising do? Well, it can continue to fill its principal role as the voice of business.

It was the automobile business which led us out of the minor depression of the early twenties. Is it doing the same thing again today? Detroit and other automobile centers have certainly passed out of the serious phases of unemployment and into a period of comparative prosperity because and only because a lot of American citizens have decided that the old car has gone far enough and it's time to buy a new one. In that decision advertising has played its vital part by carrying the news of the thrilling new models which engineers and designers have produced.

There are other communities like that throughout the country, where the chief industries of a community are feeling a renewed pull from the consumer. Examine them carefully and you will find an advertiser or a group of advertisers making kodak film or floor coverings or time pieces or a food or some other product, improved and styled for greater interest and efficiency, and telling the world about it.

Each of these communities is buying the products of other communities in greater volume.

Advertising Acquitting Itself

ISN'T IT PLAIN that the real task of recovery from the material viewpoint is to increase the number of these self-improving communities until they reach out and overlap? Isn't it clear that in carrying the news of what has been devised by ingenuity, advertising is the tool that is more indispensable today than ever before in our commercial history?

And how is it acquitting itself in this major task?

A great deal of careless and ill-formed information has been circulated in recent years against advertising. Much of it was inspired more by the urge to sell books than by a desire to safeguard the interests of the consumer. Superficial analyses have been given the authenticity of a crusade. Intelligent and sincere efforts to lay the true facts before organizations promulgating information of this type have met with the most arrogant and prejudiced evasions.

Obscure and frequently obsolete businesses have been paraded as horrible examples both by private enterprises benefiting by the credulity of the consumer and by exhibits sponsored in high places. Developments in recent months have tended to awaken the consumer to the shallow nature of most of this hullabaloo against advertising and thoughtful housewives are beginning to realize that their best friend is the manufacturer who must win their goodwill not by a single sale but by keeping faith in a way which will insure a constant flow of repeated purchases.

More for Less Money

PEOPLE may criticize advertisements but no one can criticize the principle of advertising. You may be upset by some of the messages that come to you over the telephone, but you cannot condemn the basic invention of the telephone itself. You may say that you wish that there were not such things as advertisements, which are deliberately as deceitful as testimonials or as patently in bad taste as those diagrams of our interiors or those descriptions of the most intimate symptoms of the human body. But you cannot condemn a phase of American business which tells you and your wife how most economically and beautifully to manage a home and feed and care for the health of your family. You cannot quarrel with a force which has made mass production possible, and is making better products available to all the country generally at a lower cost.

First, suppose we demolish the idea that advertising is an economic waste.

Large sums are sometimes quoted as advertising expenditures without taking into consideration the number of units which the advertising has helped to move and the millions upon millions of people who make up our population.

The advertising of bread costs less than the wrapper to keep it clean.

Advertising has made orange-growing into a well-ordered industry and has changed this fruit from a holiday luxury into a healthful daily item in millions of homes. At the maximum the cost of this advertising to the housewife per dozen oranges has been one-third of a cent, or one-thirty-sixth of a cent per orange. Or consider packed vegetables and fruits. One-tenth of a cent per can is the average advertising expense, for the canned goods industry.

In your five-cent glass of Coca Cola only 1576/100,000ths of one of your five pennies went into telling you and the rest of the people of the United States about this product. A well known cake of soap carries an advertising cost of one-fifth of a cent. Campbell Soup has been quoted so many times

(*Continued on page 39*)

Speech by Roy S. Durstine, vice president and general manager of Batten, Barton, Durstine & Osborn Inc., New York, delivered Nov. 4 before the district convention of the Advertising Federation of America, meeting in Boston.

THE PROOF OF SHOWMANSHIP

W-H-O'S REGULAR PAYROLL INCLUDES 138 ARTISTS, ENGAGED IN PRODUCING 68 LIVE 'COMMERCIALS' EACH WEEK

SINCE it antedates the networks, WHO has never been content to be merely an "outlet." Instead, year after year it has presented Iowa and midwestern listeners with a program service created specifically for them—combining the cream of Red Network programs with outstanding features developed in WHO studios.

At present, these features include 68 live-talent commercial musical programs each week, broadcast with the precision and pace of network programs, sponsored by experienced advertisers who find WHO the effective way to cash in on Iowa's present prosperity.

In studios, production staff and talent, WHO is organized to produce any type of show required by the advertiser. On WHO's regular talent payroll are 138 artists. The program department under the experienced direction of Harold Fair, is prepared to audition effective programs developed at WHO, or to reproduce radio features already in use elsewhere by the advertiser.

Not alone in radio, but in comparison with any other advertising medium, WHO has taken front position as one of America's most powerful business producers, *in terms of profits per dollar*—a position earned and maintained through superb showmanship to the extensive market which enjoys consistent service from WHO's 50,000-watt transmitter.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Dr. Stewart Asks FCC Report On Networks, Clear Channels

Broadcast Division to State Whether It Believes Special Rules on Chain Broadcasts Are Needed

Dr. Stewart

DUPLICATION of network programs on clear channels, long a dormant issue, was revived Nov. 6 by Dr. Irvin Stewart, chairman of the FCC Telegraph Division, in a motion presented to the FCC, sitting en banc, directing the Broadcast Division to report whether in its opinion special regulations governing chain broadcasting should be adopted. A provision in the Communications Act of 1934 gives the FCC authority to make special regulations applicable to stations engaged in chain broadcasting.

In a statement accompanying the motion, Dr. Stewart asserted the 40 clear channels originally set aside in 1928 were designated to provide broadcasting service to rural and remote listeners. He pointed out that the programs available at night to 35.8% of the nation's population, residing in 76.7% of its area, are those offered by clear channel stations. Then he cited statistics to show that only one of the 40 clear channels does not have a chain station. (This is the 1050 kc. clear channel assigned to KNX, Los Angeles.)

Of the aggregate of 40 clear channels specified in the regulations, Dr. Stewart said 26 of them have NBC network stations, 12 CBS and 3 MBS. Dr. Stewart dealt in channels rather than individual stations because of the duplicated assignments on certain of the 40 channels which reduces them to a non-clear status.

Scope of Motion

THE PLAINT of chain program duplication has not been heard for several years in official quarters. In the early days of the Radio Commission, Commissioner E. O. Sykes, one of its charter members, vigorously espoused regulations which would curtail such duplication. There have been sporadic outbursts since then by members of Congress and others.

While program duplication is the salient factor in the Stewart proposal, the wording of the motion is sufficiently broad to cover any type of regulation of network broadcasting. The motion, as referred to the Broadcast Division, instructs it to give an opinion as to whether the FCC should adopt special regulations, and in the event action is believed desirable, that it submit the proposed text of such regulations.

In his accompanying statement Dr. Stewart refers only to program duplication. He said, however, in reply to an inquiry, that the scope of the motion itself is much broader.

The motion also is of considerable importance because of the current activity of the FCC along reallocation lines, with some 25 of the 40 clear channels slated for superpower, ultimately, of 500,000 watts. This, doubtless would result in even greater duplication of chain programs, it was pointed out.

The text of Stewart motion and statement follows:

Text of Statement

AT A MEETING of the Commission en banc the following Motion by Commissioner Stewart was referred to the Broadcast Division for consideration and report to the Commission:

"I move that the Broadcast Division be directed to report to the Commission (a) whether in its opinion the Commission should adopt special regulations under section 303 (i) of the Communications Act for the regulation of chain broadcasting and (b) in the event that the adoption of such special regulations is believed by that Division to be desirable, the proposed text of such regulations.

"In support of the motion I wish to call attention to the following:

1. At the time it provided for clear channels (General Order No. 40, August 30, 1928) the Federal Radio Commission said: '* * * 40 channels will be assigned to stations with minimum power of 5000 watts and a maximum to be determined by the Commission and announced with the allocation. On these forty channels only one station will be permitted to operate at any time during night hours, thus insuring clear reception of the station's program, up to the extreme limit of its service range.'

2. The following statement was made by the Federal Radio Commission on July 2, 1930: 'As amended, it (General Order No. 40) provides for a certain number of high power stations on interference-free channels to serve rural and sparsely settled areas over long distances under favorable conditions.'

3. The population and area of the United States dependent for broadcasting service at night on the secondary coverage of clear channel stations is shown on the following table:

Zone	*Percentage of population within secondary coverage*	*Percentage of area within secondary coverage*
First	24.0	57.3
Second	27.6	60.4
Third	56.8	70.4
Fourth	33.6	70.0
Fifth	35.4	90.38
United States	35.8	76.7

These figures are as of December 1933 but there has been little change in the situation since they were compiled.

4. The programs available at night to this 35.8% of the population of the United States who reside in 76.7% of its area are therefore those offered by clear channel stations; and their program selection is largely limited to those carried by such stations.

5. The present situation of clear channels (night time) with respect to chain programs is: Number of clear channels, 40; number with NBC stations, 26†; with CBS stations, 12†; with MBS stations, 3*; having no chain stations, 1. (*—one station included on both NBC and Mutual; †—one channel has both CBS and NBC stations.)

6. Duplication of programs on clear channel stations reduces the value of clear channels to persons dependent on secondary service (for whom the channels were set apart) and tends to defeat the announced purpose in the establishment of clear channels.

RADIO'S LITTLE COLONEL — Here you have Col. Leo J. Fitzpatrick, II, son of the NAB president and director of WJR, seated in his radio-equipped buggy. The bumbershoot, if you please, is an antenna. The set was designed and installed by Merrill Mitchell, WJR chief engineer, and is an all-wave receiver. The body, it is understood, is by Fisher. Rumor has it that the dial is locked at 750 kc. (WJR's clear channel) but we have no verification of that. Col. Leo, 19 months old, was appointed to Gov. Laffoon's staff last summer.

Buyer, Agent and Seller Are Urged by Mr. Kobak To Assist Media Audits

ADVERTISING volume will reach for an all-time peak in 1936, Edgar Kobak, chairman of the Advertising Federation of America and NBC vice president in charge of sales, predicted Nov. 1 in an address before the AFA 10th District banquet in Oklahoma City.

Coordination of marketing plans, advertising and selling has developed from the depression, he said, bringing a reduction in distribution waste.

To profit from lessons learned in past experience, Mr. Kobak advised AFA members to: Tell the truth about advertising; assist schools and colleges and all efforts in education; stop bribery in advertising; stop criminal practices and rackets; eliminate "media knocking"; support and develop audits of all media; direct advertising at the consumer; repulse attacks against advertising; fight for "truth in advertising".

Referring to the circulation question, Mr. Kobak, a member of the ANA-AAAA-NAB "Committee of 15" which is studying radio audit plans, said that "radio broadcasting is giving birth to an audit in its field", and called for support of all audits by buyer, agent and seller alike.

Longest Talent Series

DRUG TRADE PRODUCTS, Chicago (proprietaries), has launched a series of two-hour programs over WBBM, Chicago, broadcast from 2:30 to 4:30 p. m. Mondays through Fridays and from 11:30 to 12:30 and from 5 to 5:45 on Saturdays. The program is of the folksy type, with a hill-billy master of ceremonies who gives the commercials in an informal way. Show is said to be the longest live-talent series on the air. Agency: Benson & Dall Inc., Chicago.

Government Levies On Discs Rescinded

Revenue Bureau Reverses Prior Ruling on 1932 Tax Law

REVOCATION by the U. S. Internal Revenue Bureau of a decision holding transcriptions taxable under the 1932 tax on phonograph records lifts a cloud that has hovered over this form of rendition for several years.

The decision, made public Nov. 6, holds that "electric transcriptions for broadcasting purposes and motion picture records of the 'sound-on-disc' type are not 'records for phonographs' within the meaning of section 607 of the Revenue Act of 1932 and are not subject to tax under that section."

On the other hand, recordings "which are commonly and commercially known as phonograph records, even though they are frequently played over the radio, are nevertheless 'records for phonographs' and are taxable as such."

The Revenue Bureau acted on the theory that "from evidence submitted it is obvious that in the industry concerned a very definite distinction is made between phonograph records and electrical transcriptions and that the latter are not commercially known as 'records for phonographs'."

Protests Filed

FROM the beginning transcription pressing firms have contended that the Bureau was mistaken in calling upon them for payment of the phonograph record tax on transcriptions. In some cases the tax, which amounts to 5% "of the price for which sold", was paid with a protest note attached to each check. In other cases, taxpayers filed formal protest with revenue collectors, the taxes being held in abeyance under regular Federal tax procedure.

Revenue officials stated they are unable to give any estimate as to the amount of tax already paid which must be rebated to transcription firms. If the tax has been paid, but passed on to the purchaser, the taxpayer is not entitled to recover.

Assessments as high as $500 are known to have been made by revenue collectors on small transcription series, exorbitant valuations having been given talent in many instances. Fear of Federal imposts is believed to have frightened off many sponsors contemplating transcription programs. Assessments frequently were made on talent, master records and finished transcriptions.

NAB Opposed Tax

FROM the beginning the NAB and American Association of Advertisers have contested Revenue Bureau interpretations which applied the phonograph records tax to transcriptions, which are not sold to the public and are made especially for broadcasting purposes.

The tax, incorporated in Section 607 of the Revenue Act of 1932 originally was interpreted as being applicable to transcriptions and sound-on-disc records under S. T. 550 and S. T. 651, handed down by the Bureau. These rulings are modified under the latest ruling.

• Don't let Network Competition

SCARE YOU!

MORE BUFFALONIANS

LISTEN TO LOCAL BASEBALL BROADCASTS THAN TO ANY NETWORK PROGRAM

FACTS

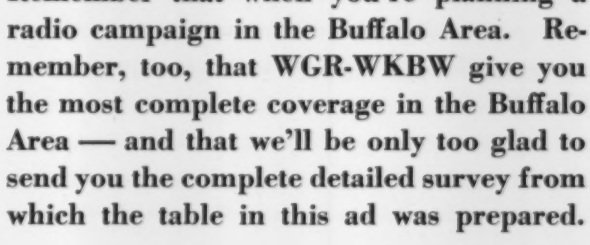
ANALYSIS OF COMPLETED CALLS		
Total number of completed calls giving information	2297	100.0 %
Do not own radio	36	1.57%
Own radio	2261	98.43%
Radio sets off	1455	64.35%
Radio sets on	806	35.65%
PROGRAM POPULARITY FIGURES		
Tuesday, September 3, 1935 (Radio sets on—131)		
Baseball Game WGR	57	43.51%
Ben Bernie, Fred Waring, Eddie Duchin	39	29.77%
Thursday, September 5, 1935 (Radio sets on—120)		
Baseball Game WGR	48	40.00%
Show Boat, Paul Whiteman	53	44.17%
Wednesday, September 11, 1935 (Radio sets on—196)		
Baseball Game WKBW 8:30 to 10 PM; WGR 10 to 10:30	74	37.76%
Wayne King, Broadway Varieties, Town Hall, Burns & Allen	75	38.26%
Summary of Four Daytime Games (Radio sets on—359)		
Baseball Game WKBW	191	53.20%
All other Buffalo stations	98	24.51%

THIS TABLE, compiled by Ross-Federal Research Corporation, is just about the most convincing argument we can present in favor of the right kind of local program. And — not to mince matters—in favor of Buffalo Broadcasting Stations WGR-WKBW.

For *only* BBC gives you the right set-up for successful local programs. Each of our two stations carries a generous share of the outstanding Columbia Network Productions and BBC Presentations. We don't need to draw any diagrams or charts to show you that this division enables you to buy advantageous time on either station in a way that's unique in the country—and impossible where one station must carry all network broadcasts.

Incidentally, just because this survey was made by Ross-Federal during the baseball season shouldn't lead you to believe that baseball broadcasts are the only way to reach the major Buffalo Area Audience. Any carefully planned program with similar local interest would be just as popular —command just as large an audience. *But* —you can command this large audience only if you pick BBC.

Remember that when you're planning a radio campaign in the Buffalo Area. Remember, too, that WGR-WKBW give you the most complete coverage in the Buffalo Area — and that we'll be only too glad to send you the complete detailed survey from which the table in this ad was prepared.



OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, NEW YORK.
REPRESENTED BY FREE & SLEININGER, INC.

How Utilities Can Utilize Radio Effectively

BY DR. HERMAN S. HETTINGER
Wharton School of Finance & Commerce, University of Pennsylvania

Medium Peculiarly Suited to Public Service Concerns Due to Its Close Contact With the Family Circle

Mr. Hettinger

MOST everyone uses the energy that public utilities supply for operation of home and place of business—at least most everyone who lives in a good market area and has money to spend. And most everyone would like to have a house full of the conveniences which are dependent on utilities for their operation. With its intimate relation to the fireside, radio offers a particularly effective medium for utilities—and here Dr. Hettinger tells about it, giving an exhaustive treatise on the advantages of radio as an advertising medium.

SHOULD public utilities broadcast for new business? May I reply categorically in the affirmative. I believe radio to be particularly well-suited for this type of advertising.

In 1927 advertisers spent little more than $5,000,000, at the most, for radio advertising. This year the purchase of facilities by advertisers will total close to $90,000,000, while their talent expenditures will amount to approximately $25,000,000. The American business man is a hard-headed individual. He demands a return for money expended. The tremendous rise of radio advertising is therefore the best proof of its efficacy.

There is ample room for expansion of the appliance business. It is estimated that the electric refrigerator market is but 30% saturated; washers 46%; vacuum cleaners 48%; clocks 42%, and ranges 6%.

The development of this power market seems to be the most fertile field for increased public utility business. Selling it involves the stimulation of the fundamental desires which might impel consumers to buy electric appliances, and of showing the public how the possession of these goods will fulfill their desires with particular effectiveness. The actual advertising problem involved in this task is three-fold: (1) Dramatizing electricity and gas and their importance in the community; (2) educating the public as to their specific usefulness; and (3) establishing consumer confidence in the company and its service, essentially a good will proposition.

Radio's Advantages

RADIO, in common with other media, must meet two basic requirements of advertising effectiveness: (1) That it reach the prospective customers, and (2) that it be suited to carrying the advertising message. All media fulfill these requirements in their own individual fashion and therefore possess advertising value. But each medium also possesses certain unique characteristics which recommend its use in particular instances.

The unique characteristics of radio advertising arise out of the following factors:

1. Radio programs are broadcast over the air and may be heard wherever the station signal can be received satisfactorily.
2. Broadcasting deals in sound.
3. Broadcasting exists mainly by reason of furnishing the listener with entertainment and useful information.
4. Broadcasting exists in time.

Important results emanate from these characteristics. The fact that radio signals are scattered far and wide gives it a tremendous potential circulation. There are in this country at the present time approximately 21,500,000 radio families. Since the possession of a radio receiving set is proof positive that at least one station can be heard, the 70,000,000 listeners represented by these sets constitute the potential audience for broadcasting.

Potential Audience

THESE radio families also constitute the most logical prospects for new public utility business. It is estimated that more than 16,000,000 of these homes are wired for electricity. Already they are public utility customers. The average radio family represents an income almost twice that of the non-radio home. If they are within the range of public utility service, these radio families should constitute an especially fertile potential market.

Let me say a word regarding radio circulation. It is obvious that the entire potential audience in a given area will not listen to your program.

Some persons will be kept from listening at specified hours by employment and other necessary activities. It is interesting to note, however, that in from 12,000,000 to 15,000,000 radio homes someone is usually available for daytime listening.

A number of persons will prefer to do something else than listen to radio at particular periods. A portion of these may be induced to listen if a sufficiently attractive program is presented and if it is called to their attention by proper merchandising and promotion. It seems safe to say that more than three-quarters of the radio sets are turned on for a time each day. In each instance some program has been sufficiently attractive to induce listening.

Other listeners will prefer competing programs broadcast at the same hour. If your program is attractive enough and is properly merchandised you may be able to win some of this audience for yourself.

This situation is no different from any other advertising medium. Not everyone who subscribes to a newspaper or magazine sees or reads every advertisement appearing in it. Advertising executives usually are satisfied if 10% or even 7% to 8% of a periodical's gross circulation see their particular advertisement. A well-produced and intelligently planned radio program should be able to reach at least this proportion of the total audience in a given district.

The particular point regarding radio circulation which I wish to emphasize is this: In addition to offering a large potential audience at any time, radio broadcasting gives the advertiser a remarkable degree of control over the circulation of his own advertisement.

Radio Offers a Bonus

IN RADIO you possess the unique advantage of furnishing both the editorial material — here the program and entertainment—and the advertising message. Potentially you may place your advertisement opposite the feature story; that is, the best program of the day. You control this. To the extent to which you build an outstanding program and call it to the attention of listeners, you may make large segments of the effective potential audience your own. I know of no medium which affords the skilful and enterprising advertiser a greater "bonus" circulation than does radio.

Two final remarks regarding circulation. The audience you win for your program will not vary directly with the amount of money you spend. Skill is very much more important than dollars. The total audience you secure for your program is very much less important than what the listeners do after hearing it. Sales are the only test of advertising efficacy.

Radio deals with sound. Music and the human voice constitute its principal vehicles. The entertainment value of music and its ability to stir feelings and emotions, provide a unique background for the advertising message. The commercial announcement does not exist in a vacuum. An announcement which follows a pleasing, restful musical program, and which is skilfully inserted therein, wins a friendly hearing.

In utilizing the human voice, radio makes use of the oldest and most elementary form of communication. Psychologists have shown indisputably that we remember what we hear longer than that which we read. This is not surprising, for the race learned to listen long before written language was invented.

All of the emotional power of the human voice — command, persuasion, warmth and friendliness and individual appeal—are at the service of radio. Radio is more than advertising. To a degree it is personal salesmanship; for the announcer seems to speak to each individual listener or small group of listeners, rather than to composite unseen thousands.

The Mind's Eye, Too

IN UTILIZING sound, radio employs the ancient story-telling psychology first used around some primeval campfire. So often we see more clearly with the mind's eye than with actual sight. The imagination idealizes and refines. Hearing an opera is often preferable to seeing it, since good voices and dramatic presence do not always go together. In radio drama, or in a radio talk, you stir the imagination and challenge the mind's eye to activity.

Radio's principal stock in trade is furnishing listeners with entertainment and useful information. This is the reason for radio's existence. A number of most important listener characteristics are implied in this function. We listen to the radio because we want to hear something which pleases us. Listening is voluntary. We approach the radio in the belief that we will be entertained. There is no initial resistance to be broken down.

If we are entertained, or receive something of value, we are appreciative. Our expectation of being pleased has been fulfilled. Our kindly mood is continued, and we are in a particularly receptive frame of mind for what the program sponsor has to tell us. It is now up to the sponsor to tell us his message in a tasteful manner.

The listener's appreciation of the program often is increased by the fact that he does not listen alone. A large portion of listening must be done in family groups. It is sound psychology to say that our feeling of enjoyment is heightened by sharing our enthusiasm with others. This is the keystone of much of the success of the theater. It is also an important force in home listening to the radio. It also is worth noting that family listening enables the advertiser to address his message to the various

(Continued on page 48)

Text of an address Nov. 15 to the New Jersey Utilities Association, meeting in Atlantic City.

THAT *Extra* SPURT . . . to Win!

Chart a sales course in the Chicago market with either WMAQ or WENR to back it up, and you'll find that these two radio "home folks" . . . who know local situations and its people so well . . . will give you *that extra spurt* so necessary to the full success of your selling efforts.

* * Maps are available showing the potential circulation of these stations as determined by the New NBC Method of Audience Measurement.

WMAQ AND WENR

2,299,300 RADIO FAMILIES*

2,275,400 RADIO FAMILIES*

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

Only One-Seventh of Stations Have Signed ASCAP Contracts

Deadline Six Weeks Away for Signing of Extensions; Warner Bros. Still at Odds With Society

WITH THE DEADLINE on present contracts for performance of music controlled by the American Society of Composers, Authors & Publishers only six weeks away, less than one-seventh of the nation's 620 broadcasters have signed extensions of their contracts for the ensuing five-year period, it was learned Nov. 12.

E. C. Mills, ASCAP general manager, informed BROADCASTING that his board of directors is in almost constant meeting preparing to set its own house in order. The offer to extend the contracts of all stations, he said, still stands under present terms but with the "rider" that broadcasters must pay the same percentage for music if the ASCAP catalog is "substantially diminished" or else cancel their contracts.

Warner Bros., motion picture producers who control music publishing houses having some 40% of the ASCAP catalog, Mr. Mills said, are still unsigned to remain in ASCAP, although conferences now are in progress. The purpose of the "rider" added to present contracts is obviously to safeguard ASCAP in the event the Warner Bros. houses withdraw from the music combine.

Delay From Litigation

MR. MILLS said there will be full opportunity given broadcasters to negotiate "new contracts" should the ASCAP catalog be diminished by the withdrawal of Warner Bros., or any other publishing houses, as of Dec. 31. The basis for negotiations, he asserted, naturally cannot be foretold.

Current conversations of ASCAP with Warner Bros. have to do with renewal of its contract. They have been held up, Mr. Mills said, because Warner Bros. executives have been engaged in litigation in St. Louis, and have not been in position to confer. During the last week the ASCAP board has been considering not only the contract renewals with its publishers, many of which were said to have signed already but also the Government anti-trust suit and the Duffy copyright bill passed by the last Senate and pending before the House. It is a "battle on all fronts", according to Mr. Mills.

Along Tin Pan Alley it is expected that Warner Bros. finally will fall into line with ASCAP and that the ASCAP catalog therefore will remain substantially the same. That would mean that the "rider" to the contracts being offered broadcasters would become unnecessary, since the danger of a "substantial diminution" of the catalog would be eliminated. With Warner Bros. controlling 40% of the ASCAP catalog, assuming that it does withdraw, the broadcasters in signing the ASCAP offer with the "rider" would be in the position of obligating themselves to pay what they are now paying ASCAP (5% of "net" receipts, plus an arbitrary sustaining fee) and getting 40% less music.

Warner Bros. has been holding out for a $1,000,000 cut of the ASCAP melon as against the $300,000 annually it is now receiving. It has been pointed out that in order for the motion picture houses to collect a net of $1,000,000 under their own licensing organization, they would have to realize a gross of perhaps 2½ times that amount, to defray the overhead now handled through ASCAP.

Many music publishers have withheld signing of ASCAP contracts until they learned what Warner Bros. would do, it was indicated. There is the possibility that Warner Bros. will be persuaded back into the ASCAP fold through the setting up of another compensation system under which the money will be divided on the basis of usage, which, it is believed, will mean a substantial increase for Warner Bros. although it will not approach the $1,000,000 asked.

Mr. Mills asserted that about 80 stations already have signed renewals. Of these, he said some 55 were under the exact terms of their present contracts, without the "rider" covering diminution of the catalog, since the contracts were executed prior to the ASCAP decision to affix the rider. The remaining 25 or 30 are with the rider.

It appeared clear that ASCAP is not particularly anxious to have stations sign extensions with the "rider" at this time, and that it would prefer to set its own house in order first. The view was that there will be ample time in which to work out the extensions. Moreover, the cancellation clause in the "rider" will enable stations to negotiate new contracts should the worst happen by the withdrawal of Warner Bros.

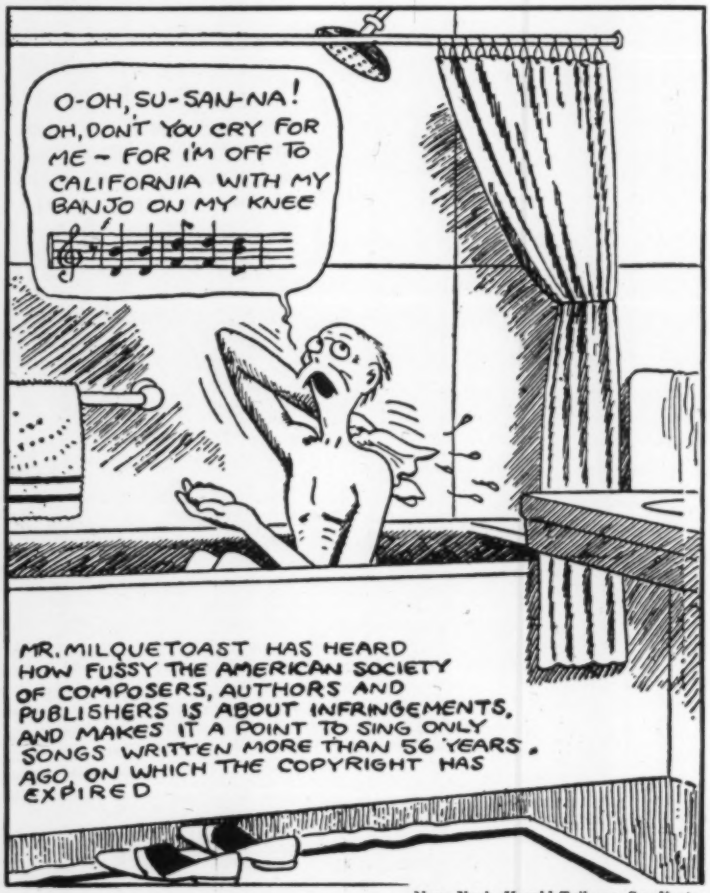
CITY POWER SERIES
Los Angeles Municipal Plant on KFI Twice a Week

LOS ANGELES Municipal Bureau of Power and Light on Nov. 12 inaugurated a twice-weekly afternoon quarter-hour series over KFI through Dan B. Miner Co., with Clyde Scott as account executive. Agnes White, home economist, and Ann Martin, specialist with the bureau, handles the program under the caption *The Electric Kitchen*. As the result of a city election late in October the Bureau retired certain bonds and reissued others at a lower interest rate. The result will be a 10% rate reduction to consumers in January.

The KFI program urges residents to use more electricity and purchase new appliances, though the Bureau itself sells only electricity. Its display room includes various makes of refrigerators, stoves and other electrical appliances, but visitors are referred to dealers.

The broadcast series includes a menu service in printed form twice a month given away by dealers.

The Timid Soul ... Webster


O-OH, SU-SAN-NA!
OH, DON'T YOU CRY FOR ME - FOR I'M OFF TO CALIFORNIA WITH MY BANJO ON MY KNEE
MR. MILQUETOAST HAS HEARD HOW FUSSY THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS IS ABOUT INFRINGEMENTS, AND MAKES IT A POINT TO SING ONLY SONGS WRITTEN MORE THAN 56 YEARS AGO, ON WHICH THE COPYRIGHT HAS EXPIRED

New York Herald-Tribune Syndicate

State Tax on Radio Is Adjudged Invalid

Court Holds That Washington May Not Tax Gross Receipts

THE WASHINGTON state tax law, imposing a tax of 0.5% on the gross income of radio broadcasting stations was declared unconstitutional in a ruling handed down Oct. 30 by the Federal district court for the Western district of Washington in a suit brought by KVL, Inc., operating KVL, Seattle.

The decision is of great importance to the broadcasting industry because other states have enacted laws similar to the Washington tax law. It is the first clear-cut decision holding that a state may not impose a tax upon the gross receipts of a broadcasting station on the grounds that such tax constitutes a burden upon and interference with interstate and foreign commerce.

State Court Reversed

THE Washington tax statute sought to impose a tax of 0.5% upon the gross income of broadcasting stations within the state after May, 1935. The Washington State Supreme Court in the case of Fisher's Blend Station Inc. (KOMO-KJR), against the State Tax Commission had held the law valid. Suit was instituted by KVL, against the State Tax Commission, in which the Seattle Broadcasting Co. intervened as a complainant, in the Federal District Court setting up that radio broadcasting was interstate commerce and that the Washington state tax imposed an unconstitutional burden upon such commerce.

District Judge Cushman, after holding that all radio broadcasting is interstate commerce, ruled that it is elementary that a State can neither lav a tax on the act of engaging in interstate commerce nor on gross receipts therefrom.

"The bills of complaint allege that segregation of instrastate business from interstate business and complainants' withdrawal from their intrastate business are all impossible," the opinion stated. "Such allegations are taken as true at this state of the proceedings. It follows that if these allegations be true and the nature of the business and of radio activity and communication is as described in the bills of complaint, the statute imposing the tax is invalid, imposing, as it does, a direct burden on interstate commerce."

The court held that the case, arising under the commerce clause, should control the ruling reached by the Washington Supreme Court in the Fisher's Blend case. The court issued the injunction sought by the complainants. The case for the stations was prepared and presented by Kenneth Davis, Seattle attorney, in collaboration with former Senator C. C. Dill of Washington. It is believed that the Tax Commission will appeal from the court's ruling.

THERE are now 56,221,784 radios in use throughout the world, of which 26,632,981 are in the United States and 22,897,981 in Europe, according to a new Department of Commerce compilation.

"WLS has done much to popularize real American Music, clean humor, good music, and the family circle fireside. Its programs with their appeal to folks in both metropolitan and rural areas label WLS the true American station."

Yank Taylor
Radio Editor, Chicago Daily Times

A section of the big audience that cheered the performance of the WLS National Barn Dance at the Harvest Festival.

Pretty Marybeth Kemp, 1935 Michigan Peach-Blossom Queen, ruled again on Halloween night during the WLS Festival.

Chicago "Turns Out" – 25,000 Strong for WLS Harvest Festival

The edible produce exhibited at the WLS Harvest Festival being distributed "after the show" to underprivileged boys and girls at Henry Bruce Settlement House, Chicago.

CITY, town and country "joined hands" in a typical WLS get-together for the first WLS Harvest Festival. Staged in Chicago's vast International Amphitheatre, 25,000 radio listeners —largely Chicagoans—*paid* to attend the Event. 5,000 farm exhibits were sent by 2500 WLS listeners in 30 states and Canada. And, the entire affair was created, planned, publicized and produced by WLS staff employees.

The popularity and audience responsiveness which causes WLS to be referred to as "the true American station"—and draws 25,000 paid attendance to a station project—means *advertising results* for you! Are you taking advantage of it?

Over 1,000,000 letters received from WLS listeners thus far in 1935.

THE PRAIRIE FARMER STATION

1230 Washington Blvd., Chicago, Illinois

BURRIDGE D. BUTLER, *President* GLENN SNYDER, *Manager*

NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

50,000 WATTS
WLS
870 KILOCYCLES

Horlick's Rides Air Waves to Success

Network and Local Broadcasts Develop a Tremendous Pulling Power and Sponsor's Sales Climb and Climb

By BRUCE ROBERTSON

THEY'VE had to reopen a plant closed some years ago. Production executives are run ragged trying to satisfy the demand. And all because they decided to use radio. It's a story that is being heard on all sides, from all sorts of advertisers. This particular success story tells the how and the why of Horlick's campaign on the air. Simple? Yes! Carefully planned? Yes! Now shift to column one and learn about Horlick's.

DIGNITY—true dignity that is—is a fine quality for either a person or a product to possess. It adds prestige; it sets its object on a slightly higher plane than its fellows. In advertising, dignity has its place, but it isn't much of a help in making friends. But that's enough moralizing; this is not a sermon but the story of a radio campaign, so let's get on with it.

Horlick's Malted Milk Corp., Racine, Wis., has prestige and dignity to spare. For more than 50 years its purity has never been questioned. Its advertising has also been dignified, stressing Horlick's as a health-building food rather than a luncheon food and drink.

So a few years ago when the decision to try radio was reached it was natural that the program should be one of health education, featuring Dr. Herman N. Bundesen, president of the Chicago Board of Health. For two years this program was broadcast over an NBC network twice weekly with good results. At the end of this period it was decided, for variety, and to keep up enthusiasm of the sales organization, to make a change in the program.

Finding a Program

FOLLOWED a period of auditions, during which almost every kind of musical and dramatic presentation was considered, which ended with the engagement of a comedy dialect serial *Lum and Abner*, store-keepers in the mythical village of Pine Ridge, located somewhere in the Ozarks.

The program was placed on WGN, Chicago, for a trial period, and its pulling power tested with a horse-naming contest which brought several thousand entries, although the prizes totaled only $300. This seemed like a pretty good proof of the program's popularity so on Oct. 1, 1934, it was put on the four-station hook-up of the Mutual Broadcasting System, (WOR, WLW, WXYZ and WGN) five times a week in the early evening.

After they had been on the network about a month Lum and Abner offered to send a copy of *The Pine Ridge News* to any one writing in, to find out whether their popularity in the Midwest was being duplicated in the East. When the number of requests had passed the quarter-million mark, the sponsors were satisfied, but not the listeners, who continued to write in until the *News* could boast a circulation of more than 380,000 copies.

[Why Horlick's got this return, when a similar offer made the year before when the boys were broadcasting the same program over an NBC network under Ford sponsorship had pulled only 165,000 requests, is one of the things about radio that is driving the statisticians crazy.]

Meanwhile sales of Horlick's were steadily increasing. In the case of the malted milk tablets, which were being advertised for the first time with a couple of announcements a week, their sales increased by leaps and bounds, forcing the factory to double its tablet production. All of which was even more satisfying to the sponsors than the mail response.

In January, 1935, the programs were extended, via the electrical transcription route, to include five more stations: WNAC, Boston; WOIA, San Antonio; KNX, Los Angeles; KGO, San Francisco, and KOIN, Portland, Ore. Six weeks later Horlick's launched another offer, this time asking listeners to send in the wrapper from a package of Horlick's Malted Milk powder (50 cents for the smallest size) and 10 cents in cash or stamps, offering a flashlight in return.

Shower of Dimes

THIS OFFER was broadcast for three weeks, a total of 15 times, and it was estimated that about 25,000 listeners might reasonably be expected to take advantage of it. A few optimists guessed as high as 50,000, but no one seriously objected when the order for premiums was placed with a flash-light factory that had 18,000 lights immediately available and could produce more as needed.

The response (and here's another reason why radio statisticians die young) totaled slightly more than 174,000 letters, each containing a wrapper and a dime. One day's mail brought in 20,000. The next problem was to get the flashlights. Plenty of batteries were available, but the company that made the shells was located in a residence neighborhood and forbidden by city ordinance to work overtime because of the noise of its punch presses. Nor could any other company supply Horlick's with enough cases to be of any help. There was a chance to buy a stock of Japanese flashlights, but they did not measure up to standard.

SPOTLIGHT — A typical Horlick tieup with its "Lum & Abner" radio series.

The offer was last broadcast about March 15, and it was May 25 before the last flashlight was mailed. Meanwhile, despite broadcast explanations, about 5,000 letters came in asking what had happened, some of them rather indignant about it. But there was not a single complaint on the premium after it was received, and it was not felt that delay had any ill effects on the good will that the broadcasts are building.

Sales are still increasing, to such an extent that Horlick's have had to reopen a plant closed some years ago and to hire additional people to operate it.

The chief merchandising for the program has been through counter cards for display in drug stores. Each card has a space in which a package is inserted, thus getting the package on the counter and impressing people with the idea that they can enjoy Horlick's Malted Milk at home as well as at the fountain.

During the summer the radio campaign was curtailed to four stations, including one where it is broadcast at 8 a. m. to test the morning audience appeal of the program. On Sept. 2, however, Horlick's started over NBC for the fall and winter. How Horlick's feel about it may be judged from the fact that they have taken out $100,000 insurance on *Lum and Abner*, with whom they recently signed a two-year contract. Lord & Thomas, Chicago, is the agency for Horlick's.

STATION COMMERCIAL POLICIES

Being Studied by Wharton Professor, Who Sends to All Broadcasters a Questionnaire

TO DISCOVER "out of the welter of accusation and recrimination just what the truth is regarding the policies of broadcasting stations with respect to commercial programs", Dr. J. M. Herring, assistant professor of geography and transportation at the Wharton School of Finance and Commerce, University of Pennsylvania, has sent a questionnaire on the subject to all stations.

Questions which Dr. Herring asks are:

1. Do you limit the time which may be devoted to commercial announcements in commercial programs? What limits do you prescribe?

2. How do you attempt to prevent the making of false, misleading or unwarranted claims in commercial announcements?

3. Have you ever consulted the Pure Food and Drugs Administration, the Federal Trade Commission, the United States Bureau of Standards, the American Medical Association, the Proprietary Association, or any other public or private agencies concerning the merits of products or advertising claims before accepting advertising accounts? Please indicate the agencies you have consulted and the types of products concerning which information was requested.

4. Do you prohibit the advertising over your station of certain types of products, such as: Laxatives, deodorants, depilatories, medical "cure-alls", alcoholic beverages, cosmetics, or others? Please indicate those you prohibit.

5. Are there any types of persons to whom you refuse your facilities such as, astrologers, fortune tellers, faith healers, medical charlatans, or others? Please indicate those to whom you refuse facilities.

6. Do you prohibit the presentation in children's programs of episodes or scenes involving kidnapping, murder, shooting, racketeering, blackmail, recklessness, or other such features? Please indicate those you prohibit.

Merry-Go-Round Series Transcribed for Dealers

OFFERING the discs direct to station commercial departments, Gruen Watch Co., Cincinnati, on Nov. 5 began to expand its MBS *Washington Merry-Go-Round* series on transcriptions for local dealer sponsorship. DeGarmo-Kilborn, New York, the Gruen agency, is having the transcriptions pressed by Jean V. Grombach Inc., New York, direct from the WOR studios where Drew Pearson and Robert S. Allen, the political commentators, key their Tuesday night broadcasts over the Mutual Network. They are also heard Saturday nights direct from Washington.

The stations are being urged to sell the program direct to dealers as a locally sponsored show with local announcements. The transcriptions are being offered without charge. Only the Tuesday night broadcasts, now heard over the hookup of WOR, WLW, WGN and CKLW, are being transcribed, but the program is immediately released for local broadcasting the same week.

GEORGE LOGAN PRICE, of Mertens-Price Inc., Los Angeles program producers, lost his home in the recent forest fire in the Malibu Hills region.

10*

EXPERIENCED MEN

Serve these 14 stations located in 12 markets. Added man-power and concentration on fewer stations have resulted in: First, rendering the time buyer a more comprehensive and intelligent service; Second, serving each station with the complete type of representation it has every right to expect. No wonder the John Blair man "sits in" when important spot broadcasting campaigns are being developed!

* The tenth: E. F. Montgomery, who, before joining our organization, was commercial manager of WCCO, 50,000 watt CBS outlet in Minneapolis. . . . The others: John Blair, Murray Grabhorn, Lindsey Spight, George Bolling, Lincoln Simonds, William Weldon, Arthur McDonald, Blake Blair and Allan Marin.

★ ★ ★

STATIONS REPRESENTED

Columbus, Ohio	WBNS
Cedar Rapids-Waterloo, Iowa	WMT*
Des Moines, Iowa	KRNT*—KSO*
Detroit, Michigan	WWJ
Houston, Texas	KTRH
Los Angeles, Calif.	KNX**
Omaha, Nebraska	WOW
Phoenix, Arizona	KTAR
St. Paul-Minneapolis, Minn.	KSTP
Salt Lake City, Utah	KDYL
San Francisco, Calif.	KSFO**
Shreveport, La.	KWKH—KTBS

*Forming the Iowa Broadcasting System.
**Permanent lines connect these two stations.

JOHN BLAIR & COMPANY

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Avenue	520 North Michigan Avenue	New Center Building	Russ Building
Murray Hill 2-6084	Superior 8660	Madison 7889	Douglas 3188

Third Quarter Income Up 33%; 90 Million Dollar Year in Sight

Principal Gains During the Quarter Are Registered In Regional Network, National Non-Network Fields

A PARTICULARLY strong showing during the summer months has caused broadcast advertising for the third quarter of this year to show a greater gain over the corresponding period of 1934 than any three-month period of the current year. Broadcast advertising during the quarter totaled $17,155,350 and was 33.2% greater than during the third quarter of the preceding year.

Broadcast advertising volume for the first nine months of this year totaled $62,231,322, and was 21.3% above the 1934 level for the corresponding period. On the basis of the nine months showing, gross time sales for the current year should run between $85,000,000 and $90,000,000.

Principal gains during the quarter were in the regional network and national non-network fields, despite the decline in the latter during September. Regional network volume for the last three months was 92.1% greater than during the corresponding three months of 1934, while national non-network advertising registered an increase of 68.0%.

National network advertising showed a gain of 29.4% over the corresponding quarter of last year while local broadcast advertising increased 18.5%.

For the first nine months of 1935, national network advertising showed an increase of 21.3%, regional network business 16%, national non-network volume 24.5% and local advertising 18.5%.

Radio Gains Most

RADIO continued to show the greatest improvement of any major medium as compared with the preceding year. Contrasted to the 33.2% gain on the part of broadcast advertising during the third quarter of this year, national magazine volume declined 0.5%, while newspaper lineage increased 6% and national farm paper advertising 6.7%. National magazine volume for the first nine months of this year was 7.4% greater than during the corresponding period of 1934. Farm paper advertising showed a gain of 4.4% and newspaper lineage of 2.4%.

Local and clear channel stations, respectively, showed the greatest gains in non-network advertising volume during the period. Clear channel and high-powered regional station non-network business increased 43.4% as compared with the third quarter of last year, while local station advertising rose 46.8%. The recent slowing up of non-network business over the former class of stations, due principally to increased network volume, will probably give rise to additional interesting developments in the non-network field. Regional station non-network advertising rose 27.2% as against the corresponding quarter of 1934.

Non-network advertising in the South Atlantic and South Central states was practically double that of the same period of last year, while Mountain and Pacific non-network volume rose 73.1%. Non-network advertising in the North Central states was 49.1% above the level of the third quarter of 1934.

Transcription business experienced the most marked increase of any type of rendition during the quarter just ended. National transcription volume increased 93.1% as compared to the corresponding three-month period of 1934, while local transcription business rose 46.4%. Local record volume rose 85% as compared to the same period of last year. Transcription and record volume increased particularly during the end of the three-month period.

Studio programs increased 74.7% in the national field and remained unchanged in the local field. A tendency toward increased use of transcriptions and recordings, undoubtedly due to transcription library developments, is to be noted in the local field. National announcement volume rose 22.6% as compared to the third quarter of last year, while local announcement business increased 24.8%.

In the national field transcriptions accounted for slightly less of the total non-network volume than during the first six months of the year, due probably to somewhat greater seasonal fluctuations in this type of business. Live talent volume continued to hold its own as to relative importance while announcements rose from 20% to 23.4% of the national non-network total.

In the local field transcription volume increased from 8.5% of the total to 9.4%, while records rose from 3.8% to 4.4%. Announcements rose from 37.3% of the total during the first six months, to 40% during the quarter just ended. Live talent volume dropped in importance from 50.4% to 45.2%.

Trends in Sponsorship

TRENDS in radio advertising sponsorship during the third quarter were largely continuations of those in evidence during the first six months. In the national network field food advertising gained 50.1%, confectionery volume 114.3%, household equipment advertising 62.5% and tobacco advertising 21.59% as compared to the corresponding period of last year. With the exception of slight declines in the clothing, beverage and financial advertising fields, national network gains were experienced in all major sponsor groups.

Regional network advertising experienced both a marked increase in volume and in variety of sponsorship. New advertisers, as compared with the third quarter of the previous year, included automotive, soap and kitchen supply, retail and tobacco advertisers. Marked gains were experienced in household equipment, clothing, drug and pharmaceutical, and food advertising over regional networks. Gains were fairly widespread in the national non-network field, in spite of the confused trends exhibited in September. The only two fields to show declines were gasoline and accessory advertising which dropped 19.1% and cosmetic advertising which declined 23.9%. The latter is comparatively unimportant in the national non-network field.

Principal gains in the national non-network field included a four-and-one-half increase in automotive volume, a tripling of confectionery, and retail advertising, and more than doubling of food, soap and kitchen supply, and tobacco volume.

Local advertising also showed fairly widespread increases. Clothing experienced the greatest gain, rising 88.7% as compared to the third quarter of 1934. Household equipment volume increased 59.4% and beverage advertising 46.8%. Other important gains included automotive, accessory, financial, and department store advertising.

Broadcast advertising on the part of retail establishments increased 47.6% as compared to the third quarter of last year. Automotive, clothing, drug, beverage, household equipment and furniture retailers accounted for the principal gains. Department store advertising showed a gain of 29.2% as compared to the corresponding period of 1934.

Chicago Going EST

CHICAGO'S radio goes on a time parity with New York March 1, 1936, when by order of the City Council it will push its clocks forward an hour and function on Eastern Standard Time the year round. The ruling of the council, however, does not provide for pushing the clocks forward still another hour when New York and many other cities go on Daylight Savings Time during the summer. Nevertheless, the parity of time between Chicago and the East is expected to ease radio scheduling considerably, especially of programs keyed to networks from Chicago.

Frank E. Chizzini Named To Disc Service of NBC

Mr. Chizzini

FRANK E. CHIZZINI, for the last year-and-a-half on the advertising and sales promotion staff of NBC, on Nov. 1 became assistant manager of the NBC Transcription Service. He has been identified with the sales promotion activities of the Transcription Service, of which C. Lloyd Egner is manager.

Prior to joining NBC, Mr. Chizzini was vice president of Robert E. Ramsay Organization, New York advertising agency, where he served from 1927 until he joined NBC in 1934. From 1924 to 1927 he was assistant advertising manager of the Lilly-Tulip Cup Corp., New York.

GUILBERT GIBBONS, up every morning for a 7 o'clock program on WHK, Cleveland, has labeled himself "The Burnt Toastmaster".

John Livingston Named Rep Promotion Manager

Mr. Livingston

JOHN LIVINGSTON has been appointed to the newly-created post of sales promotion manager of the affiliated firms of Free & Sleininger Inc., and Free, Johns & Field Inc., station representatives. Livingston will do no selling but will devote his time to developing new sales plans and presentations for the stations represented by both firms and the markets they serve, supplying the latest information to all offices and members of the combined organization. Livingston was a quarterback at Northwestern University and after graduation joined the aviation force of the French army. For three years following the Armistice he remained in Europe as a member of Hoover's Food Commission. Returning to America he spent five years with the Chicago office of the *Saturday Evening Post*, one year with the Bureau of Broadcasting (one of the first national radio sales organizations), and three years as western manager of Castile Films, producers of industrial motion pictures. Recently he has been engaged in special research for the Chicago office of N. W. Ayer & Son Inc.

TEMPERATURE DROP AIDS RETAIL SALES

RETAIL trade in November recovered definitely from the late October lull as a result of a drop in temperature, according to a report issued Nov. 8 by Dun & Bradstreet Inc. Sales on the average rose 3 to 10% for the week, and were 5 to 15% above the same week a year ago.

Wholesale buying, however, failed to keep up with retail purchasing since merchants are still working off stocks which should have moved in October, the report states. Orders from industrial areas were running higher than those from agricultural districts.

Rising automobile production tended to offset early seasonal recessions in other lines. Demand for wearing apparel responded quickly to the change to colder weather and special election day promotions helped to expand retail volume in the East. Recovery in New England was slow but the Midwest and Northwest exhibited substantial spurts. Employment in the South and Southwest showed improvement.

Farms Backward in Radio

ONLY 20% of American farms are equipped with radios, according to the Rural Electrification Administration, New Deal unit created to finance the construction of new electrical distribution lines in territories without electric service. Fifteen per cent of farm homes have electric lights and water piped into the homes, while 35% have telephones, and 60% have automobiles.

RIDE THE MAGIC CARPET

TO THE FIRESIDES of MILLIONS

RADIO EQUIPPED HOMES	
Primary and Secondary Daytime Coverage	3,461,100
Primary and Secondary Night-time Coverage	4,399,280

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS—CBS BASIC OUTLET

'Natural Publicity' Marks Campaign of Standard of Indiana

Why Sponsor Went to Europe For Talent Used on CBS Series

THE BEST advertising campaign is one with a natural publicity tie-up, A. N. Steele, advertising manager of the Standard Oil Co. of Indiana, told members of the Federated Advertising Club of Chicago Nov. 7 at their luncheon meeting.

"Wherever possible," said Mr. Steele, "we go outside our product for our advertising story, choosing for our copy theme some dramatic element that will catch reader interest, which we can then focus on the particular article we are advertising. Last year we used an animal show at the World's Fair to put over our "live power" campaign, which brought us five or six times the amount of space in the form of publicity that we purchased for our advertising.

"The same considerations," he continued, "led to our choice of our recently launched radio campaign featuring Jack Hylton. We are frequently asked why we went to Europe for talent when America has the best in the world. We might reply with another question: Where could we find something new over here? Plenty of first class talent was offered to us, but we don't believe that the public feels a program and its talent are sincere when they sell cigars one year and soup the next. Furthermore, the same publicity that built up an artist's value for one sponsor will lessen his value to the next sponsor. Ed Wynn will be *The Fire Chief* for a long time to come, no matter who may sponsor him.

Getting Publicity

"SO WE went to Europe for something new to American audiences, and we selected Jack Hylton, who not only has had a successful career as one of England's most popular orchestra leaders but who also has a lot of personal publicity value. Mr. Hylton owns a large racing stable; when the racing season opens you will be reading about it. He is a well-known cricket and football player; at the proper times we will release stories about these angles that will increase the public's interest in Mr. Hylton and in our program.

"We believed there would be a controversy about bringing a foreign artist into America. There was, and we were able to handle it to result in further publicity for our broadcasts. Our experience has shown us that it is these roundabout methods that produce a ten-strike advertising campaign."

The programs, which are broadcast over a Midwest CBS network from 9:30 to 10:30 p. m. CST every Sunday, were launched Oct. 13 with a short-wave broadcast from London, followed by a second short-wave show from the *Normandie* in mid-ocean. Since then the broadcasts have been staged in the Civic Theatre in Chicago, to audiences of Standard Oil dealers. As soon as the more than 3,000 dealers in the Chicago area have seen the show, tickets will be distributed through them to the public. No announcements regarding this have been made, but the agency, McCann-Erickson Inc., Chicago, reports that more than 4,000 letters have been received requesting tickets for the performances. This, they feel, is an indication that the program already has a large following, although it has been heard only four times in all and only twice from Chicago.

The program is being merchandised with large billboards at every Standard Oil service station, and attendants are asking the motorists they serve to tune in on the following Sunday.

"Radio Gets It Right—There Is No Chance to Be Misquoted"

THESE words were heard in debate during a special session of the Colorado Legislature convened Oct. 30 by order of Governor Ed. C. Johnson. The special session was called to consider impeachment of youthful James H. Carr, Secretary of State, charged with the alleged shakedown of a wholesale liquor establishment and misuse of liquor license fees.

Shortly after roll-call on the opening day a resolution was proposed barring broadcasting of the proceedings from the House of Representatives. KLZ, Denver, on permission from the Governor, had installed its remote control pick-up in both the House and Senate. It was intended as the inaugural broadcast of KLZ's recently organized special features department under the direction of Matthew D. McEniry. The presence of KLZ microphones immediately developed a challenge from several members over the propriety and right to broadcast, and the resolution to ban broadcasting followed. Among many State representatives who rallied, unsolicited, to the support of broadcasting, was Representative Dave C. Johnston of Boulder, Colorado, who drew applause when he stated: "I see no reason why all the proceedings should not be broadcast. We allow representatives of the newspapers to hear what is going on. Radio then s h o u l d n o t be discriminated against, because radio gets it right. There is no chance of being misquoted."

The proposal to bar KLZ microphones lost by a vote of 51 to 11, overwhelming acknowledgment by the legislators of the importance of radio to them and their constituents. Other intensely dramatic incidents followed. KLZ not only carried all the proceedings but interrupted dull periods with exclusive interviews with prominent political figures led by the Governor. The climax of the day was a broadcast from the bedside in the home of the accused Secretary of State at 5 o'clock. After the broadcast was under way but a few moments it was abruptly cut off. Conjecture as to the cause revealed no answer, but later investigation disclosed the wire had been cut through an error at the telephone company's office. Arrangements for a new wire were made and a second broadcast by Mr. Carr was completed later in the evening.

In the photograph Gov. Johnson is shown addressing the session. The KLZ announcers and control panel are shown at the bottom.

Want Station Back

DELETED from the roster of American stations last April at the voluntary request of its operators, KFPM, Greenville, Tex., which with 15 watts was the lowest power station in the country, is now seeking reinstatement on the 1310 kc. channel with 100 watts. Its proposed purchasers are James R. Curtis, operator of KFRO, Longview, Tex., as president, and Dave Ablovitch, former operator, and Louie Lacey, of Longview, as stockholders in the newly-formed Voice of Greenville. Call letters of KVOG are requested.

Congressman Angered By Cleveland Broadcast

THREAT of action before the FCC against WGAR, Cleveland, has been made by Rep. Bolton (R.) Ohio, because of a political broadcast over the station in which he alleges he was misrepresented. The program in question was a political commercial recreating a meeting alleged to have been held by the political bosses of one of the parties at which one of the mayoralty candidates allegedly was unofficially nominated.

Rep. Bolton was mentioned as one of the participants in this caucus, and during the course of the "drama" he was quoted, along with others. A furore resulted and daily newspapers plastered the incident in headlines. As BROADCASTING went to press there was no record at the FCC of any complaint from Congressman Bolton.

The incident was another indication of the necessity for clear-cut law covering the responsibility of a broadcasting station for libelous or slanderous statements made over its facilities, particularly in a commercial political program.

Third CBS Series Contracted by Ford

Becomes Biggest CBS Sponsor With New Lincoln Program

FORD MOTOR Co., Detroit, becomes the top CBS account with the inauguration Dec. 1 of a Sunday afternoon series on 50 stations to promote the new Lincoln Zephyr V-12. The programs, to be broadcast from 2:30-3 p. m., will feature Jose Manzanares and his South American orchestra. A rebroadcast for the West Coast is scheduled at 5:30 p. m.

The contract for the new series is for six months with an extension anticipated. Ford at present is paying $17,900 for time on the Sunday evening CBS symphonic series and $17,500 for the Fred Waring h o o k u p Thursday evenings. The new program will cost more than $6,000 for time. Yearly billing for the Ford accounts on CBS thus exceeds $2,000,000, and this does not include the World Series or talent costs. In addition Ford dealers have been using extensive spot campaigns.

Plays at Auto Shows

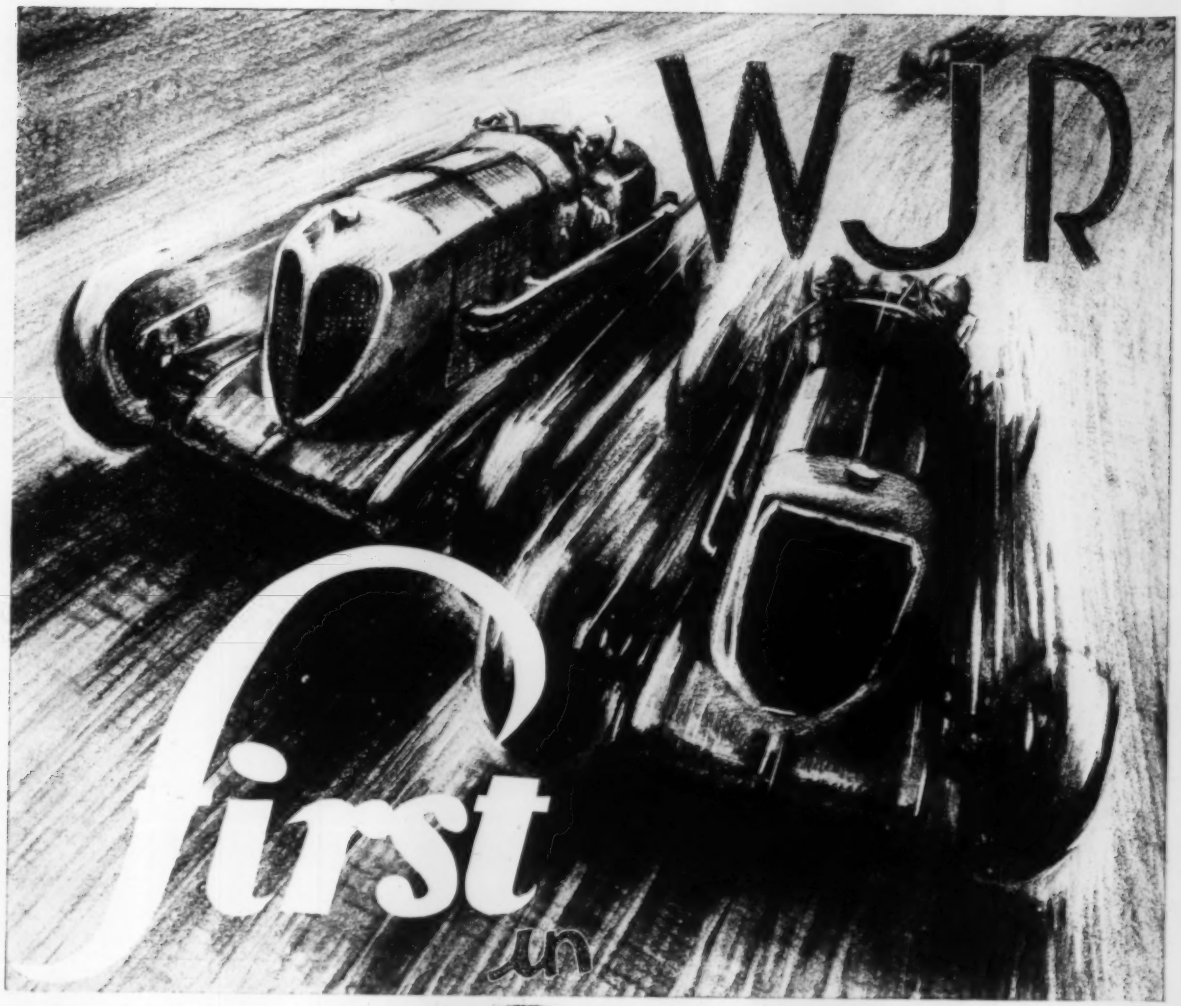
MANZANARES was brought East Nov. 1 to play at the Ford display being held at the Hotel Astor during the National Automobile show. Visitors to the Philadelphia and Chicago auto shows will also be entertained by his music, then the entire band returns to New York to begin the radio series. It was introduced to the American public 14 years ago and the manager at that time was Luis Firpo, boxer.

Jose Manzanares and his South American orchestra recently completed a season of twice-daily concerts in the Ford Exposition building at the California Pacific International Exposition in San Diego. During their five months' engagement there they played many times over transcontinental CBS hookups and attracted wide attention. The Manzanares group is the only orchestra in the United States fostered and authorized by official ambassadors of Latin America. The young maestro of the organization boasts a repertoire of no less than 5,000 selections, most of which are privately-owned manuscripts given him by noted composers and directors.

The South Americans do not specialize in rhumbas and tango music but play a great variety of compositions, including the classics, ancient Inca numbers, intermezzos, dances and unique songs. The two soloists on these programs will include Manzanares himself and a talented young singer, Dolores. Incidentally, the S o u t h American Orchestra is composed of eight women and two men.

CBS Coast Activity

SEVERAL officials of CBS were in California during early November in connection with network activities. They included E. K. Cohan, CBS technical director, Hugh Cowham, commercial engineer, and W. B. Lewis, commercial program director. Charles Vanda, Artists' Bureau representative of the network in Los Angeles, flew to New York early in the month. Enlarged program operations on the coast, possibly including new studios in Los Angeles, are understood to be under consideration.



50,000
WATTS

750 KILOCYCLES
CLEARED CHANNEL

COLUMBIA
BASIC
NETWORK

WJR THE GOODWILL STATION

MICHIGAN'S GREATEST ADVERTISING MEDIUM

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTED NATIONALLY BY
EDWARD PETRY & COMPANY, INC.

L. J. FITZPATRICK
VICE-PRES. & GEN. MGR.

FCC Is Expected to Appoint Lieut. Jett as Chief Engineer

Promotion of Assistant Chief to Position Vacated By Dr. Jolliffe, Resigned, Is Now Anticipated

Lieut. Jett

FILLING of the post of chief engineer of the FCC — vacated Nov. 12 by Dr. C. B. Jolliffe—by promotion of Assistant Chief Engineer Ewell K. Jett appeared probable as BROADCASTING went to press Nov. 13.

Lieut. Jett was named acting chief engineer by the FCC on Nov. 6, pending the naming of a permanent successor. No strong candidates from the outside have been considered by the FCC, so far as known. Moreover, it is apparent that political considerations, ordinarily important in posts paying $9,000 a year, are not figuring in the selection of the new chief engineer, and the FCC members themselves are disposed to fill the post by promotion.

Should Lieut. Jett be promoted from his present $7,500 post, it is likely that the two vacancies in the grades of Assistant Chief Engineer for services other than broadcasting and for the telephone division also will be filled by promotion. The ranking engineers in line for these posts are Gerald C. Gross, chief of the International Section of the FCC, and Lieut. Commander E. M. Webster, retired Coast Guard officer, now serving as assistant chief of the Telegraph Section, of which Lieut. Jett is chief.

Dr. Jolliffe Honored

DR. JOLLIFFE left the FCC post Nov. 12, having completed nearly six years of service with the FCC and its predecessor, the Federal Radio Commission. He joins the Radio Corporation of America as its technical chief, assuming direction of its Central Frequency Bureau, as well as the policy and allocations affairs in the technical line, of its subsidiary companies. These include NBC, RCA Communications Inc., Radiomarine Corp. of America and RCA Mfg. Co. Prior to his departure Dr. Jolliffe was tendered a testimonial dinner by members of the Engineering Department and was presented with a pen desk set by members of the staff.

Lieut. Jett, a veteran of 20 years in the Navy where he worked his way from an enlisted man to commissioned rank, is 42 years old. He was born in Baltimore, and enlisted in the Navy in 1911. During his early naval career he served as a radio and wire telegraph operator, as radio officer of the cruiser *Seattle* and the battleship *Georgia* during the World War, and later as radio officer of the battleship *Texas* and the U.S.S. *Procyon*. He was aide on the staff of the commander of the Fleet Base Force and the Fleet Base Radio Officer during his sea duty. Shore duty included the Navy Radio station at Arlington, Va., officer in charge of Transatlantic Radio, Navy Department, and for three years prior to his retirement, for physical disability, an officer in charge of the Navy Department Radio Central and Assistant Navy Department Communications officer.

Since joining the Radio Commission in 1929 Lieut. Jett has been prominently identified with frequency allocation work and has served on many committees preparing agenda for presentation at international conferences. He was technical advisor to the American delegation to the North and Central American Radio Conference in Mexico City during the summer of 1933. After joining the Radio Commission in 1929 as a senior engineer, Lieut. Jett in 1931 was named assistant chief engineer in charge of services other than broadcasting. Since the creation of the FCC in July, 1933, he has been in charge of wire telegraph and cable matters, in addition to radio.

In addition to the assistant chief's post which would be vacated in the event of Lieut. Jett's promotion, there is the post of assistant chief in charge of the telephone division, vacant since the resignation several months ago of W. G. H. Finch, who returned to New York to engage in a consulting practice. Both Mr. Gross and Lieut. Commander Webster are considered qualified for either of these posts.

Foreign Conferences

MR. GROSS, recognized as one of the country's foremost international communications experts, has attended every international radio communications conference since 1927 as technical advisor or delegation member. He has been associated with communications regulation since 1928, when he participated in the formation of the Engineering Division of the Radio Commission. Prior to that he was connected with the Radio Laboratory of the Bureau of Standards, which association began shortly after his graduation from Haverford College.

In 1927 Mr. Gross was assistant to the vice chairman of the Washington Radiotelegraph Conference; in 1928 a member of the American Delegation to the International Technical Consulting Committee meeting at The Hague; in 1930, member of the American Delegation to the informal Canadian-United States Aviation Conference, New York City; in 1931, member American Delegation, International Technical Consulting Committee, Copenhagen; 1932, member, American delegation International Telecommunications Conference, Madrid; 1933, member, delegation to the North and Central American Regional Radio Conference, Mexico City; 1934, member American Delegation, International Consulting Committee on Radio, Lisbon.

Mr. Gross is recognized as an authority on television and visual broadcasting along with aeronautical communications. He is secretary of the Interdepartmental Radio Advisory Committee established to coordinate Government policy for frequency assignments in radio communications, and to advise the President in the issuance of executive orders on radio.

Lieut. Commander Webster was born in Washington in 1889, entered the U. S. Coast Guard Academy in 1909, and was graduated three years later and appointed a commissioned officer in May, 1912. He completed 25 years of active service in the Coast Guard on May 7, 1934, 15 of them devoted to communications problems and work, and the last 11 as chief communications officer with complete charge of the communications system of the service.

Prior to the World War Lieut. Commander Webster served on various stations of the service, including the International Ice Patrol. He served in the Navy, as did all Coast Guard officers during the World War, his duties having included that of instructor at training camps, followed by active participation on patrol duty in the War Zone abroad.

Following the Armistice he was assigned to communications duty in the Coast Guard, and in 1923 was placed on the retired list for physical disability incurred in line of duty. However, he was recalled to active duty and placed in charge of Coast Guard communications because of his special qualifications.

Lieut. Commander Webster also has been prominently identified with international communications. For 12 years prior to his FCC service he was a member of the Interdepartment Radio Advisory Committee, and assisted in the preparation of material for nine international conferences. He attended seven of them as a U. S. Government representative.

In the latter part of 1933 Lieut. Commander Webster was appointed to the Interdepartmental Committee to make a study of the entire communications situation in the United States. The report of this committee resulted in the creation of the FCC by Congress the following year. On Nov. 1, 1935, he was appointed principal engineer of the Engineering Department of the FCC, and assigned to duty as assistant chief of the Telegraph Section.

THERE are 60,000 schools in the United States equipped with radios, and audiences up to 10,000,000 are estimated for the various local educational broadcasts carried by individual stations and for the national programs like the NBC *Walter Damrosch* series and the CBS *American School of the Air*.

New Newspaper Station

KRNR, new station authorized by the FCC for Roseburg, Ore., will go on the air commercially Dec. 1, according to Harris Ellsworth, publisher of the *Roseburg News-Review*, which owns the station. J. B. Toles is general manager and chief engineer and Clarence Dunlap is assistant chief engineer. The station is a 100-watter and will operate daytime on 1500 kc. Frank Jenkins, president of the Southern Oregon Publishing Co., licensee, not only owns the Roseburg newspaper but publishes the *Klamath Falls* (Ore.) *News & Herald* and is part owner of the *Medford* (Ore.) *Mail-Tribune*.

Aylesworth Named As RKO Chairman

Continues His Post With NBC; Spitz New RKO President

ELEVATION of M. H. Aylesworth to the chairmanship of Radio-Keith-Orpheum Corp., control of which was sold last month by RCA to the Atlas Corp. and Lehman Brothers, investment and banking firms, will not change his status as president of NBC in charge of policy matters, according to official RCA advices. Mr. Aylesworth for several years has also been president of RKO, devoting most of his time to the RCA motion picture producing and operating subsidiary.

Floyd B. Odlum, president of Atlas, announced Nov. 7 the appointment of Leo Spitz, Chicago attorney, as president of RKO, with Mr. Aylesworth placed in the chairmanship, succeeding David Sarnoff, RCA president.

Whether Mr. Aylesworth's shift from his RKO presidency to its chairmanship will enable him to give more time to NBC, remains a matter of conjecture in radio circles. It has been frequently rumored that Mr. Aylesworth would eventually give up his NBC connections altogether because of the pressure of his movie work, but this has been consistently denied. The operations phases of NBC are in the hands of Richard C. Patterson Jr., executive vice president.

RCA in effect indicated its intention to forsake the motion picture field entirely last month when Atlas and Lehman purchased RCA's entire holdings of RKO securities valued at $14,644,614. Half of the securities were bought for cash and the purchasers took an option on the other half. RCA securities consisted of 1,359,463 shares of RKO common stock and $9,786,655 of 10-year debentures. The common stock amounted to 48.6% of the 2,593,992 outstanding shares, and the debentures were 84% of the $11,600,000 outstanding.

IGA in Northwest

INDEPENDENT Grocers Alliance, North Central division, has launched a new twice-a-week series over three Northwest stations—WCCO, Minneapolis; WDAY, Fargo, and KFYR, Bismarck. Featuring *Fred Perkins, the IGA Grocer*, the program originates in Minneapolis, where it is broadcast over WCCO Fridays 4-4:15 p. m. and Saturdays 10:30-10:45 a. m. The broadcasts over the North Dakota stations are at 5 p. m. Fridays and 8:30 a. m. Saturdays, being piped from Minneapolis. Music, comedy and sales talks pushing items featured each week at 500 IGA stores constitute the program. McCord Co. Inc., Minneapolis, places the account.

Nu-Enamel in West

NU-ENAMEL PACIFIC Corp., Los Angeles, which controls Pacific Coast sales for the Chicago headquarters of Nu-Enamel Co., on Nov. 4 launched a 30-day test campaign over KFSD, San Diego, with rotated spots several times a day. The radio program is an attempt to bolster November house paint sales which ordinarily show a seasonal downward trend.

20,000 WATTS

WJJD

CHICAGO

SHOWMANSHIP plus SIGNAL STRENGTH

GIVES YOU THE

GREATEST AUDIENCE PER DOLLAR SPENT!!!

CHICAGO—THE NATION'S SECOND MARKET!*

VARIETY

RADIO

Annual Community Showmanship Survey

1. WGN
2. WLS
3. WBBM
4. WJJD
5. WMAQ
6. WCFL
7. WENR
8. WAAF
9. WGES

WBBM enjoys reputation for zip and snap and probably has large proportionate chunk of listening audience but remains primarily a network carrying and originating station with a minimum of community identification. Does have, however, local newspaper (Tab Times) hook-up.

On showmanship, Station WGN takes front rank due to the independent policy it has steadfastly adhered to and the spare-no-expense attitude of Publisher McCormick. It risked the dangers of self-reliance when cutting adrift from both CBS and NBC and for some time prior to the creation of the Mutual hook-up had no source of entertainment other than its own studios. Through the Tribune and in its own voice it has been linked with innumerable stunts, civic events and promotions in Chicago and is now installed in a deluxe new broadcasting plant on Michigan Blvd. Within the meaning of this survey its claim upon first position is indisputable.

Station WLS is a buzzing centre of showmanship but much of the appeal of its service is outside the Chicago community. This station has been a trail-blazer in exploiting talent by-products, hymn books, pictures, etc., and has had a profound influence upon radio practice throughout the country. WLS technique of using station to create drawing power which is thereafter cashed in at theatrical box offices has been widely copied around the country. WLS is the home stable for the barn dance idea which has spread even into such improbable pastures as New York City itself. One of the latest stunts by WLS is the making of a feature-length motion picture with barn dance personalities. Always a snappy organization, the WLS boys find the pursuasion of advertisers interested in the flatlands around the old Fort Dearborn trading zone is not particularly difficult. Showmanship is the bedrock of WLS sales effectiveness.

Ralph Atlass, brother of WBBM's Leslie, has operated WJJD with close regard for community tie-ins. Long a station of varying policies and management, Atlass has brought in stability and coordinated administration and the station has been building steadily.

Of the various neighborhood stations existing in some cases by a weekly miracle of economics beyond the comprehension of the trade itself, it is difficult to comment. Some play to the foreign element, of which Chicago has a large segment. All are good customers for phonograph discs and needles.

WCFL, the Labor station, has not advanced much despite numerous proposals to lift it out of the rut. Promotional stunts envisaging a regional network pivoting around WCFL went blooey. Efforts to hypo the quality of the talent through theatrical tie-ups failed of any particular result.

*PROVED BY FACTS
READ VARIETY'S SURVEY FOR 1935

4th MEANS FIRST

FOURTH IN SHOWMANSHIP — no network assistance and yet despite this factor which unquestionably goes far toward increasing station popularity—WJJD is rated above two of Chicago's most important network outlets.

Because of the showmanship ability of WJJD's efficient staff, our audience—now large and ever increasing, is of such proportions and importance that because of our economically low rate for station time and facilities, we state with confidence that per dollar spent we definitely provide the largest audience in the Chicago market. This, we believe, should put us in FIRST PLACE on your list of radio stations to do a truly effective and economical job in this area.

CHICAGO'S LARGEST INDEPENDENT RADIO STATION

WJJD

201 NORTH WELLS STREET

CHICAGO, ILL.

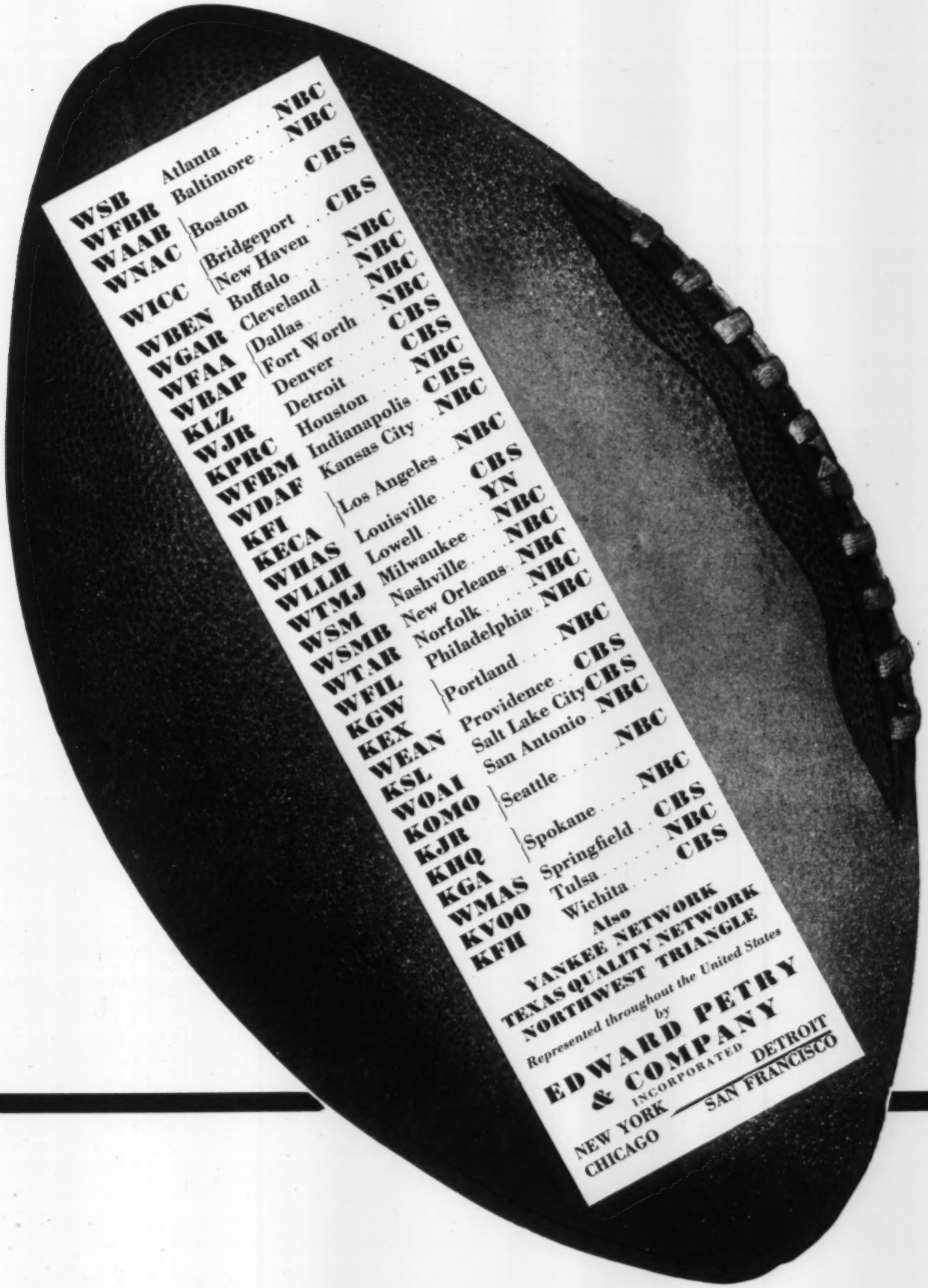
ALL AMERICAN . . . .

Here are the All-American Selections for 1936!

These radio stations hit the hardest and go the farthest — they dig in their cleats and work to run up the biggest sales scores for *you*.

This is the line-up that draws the crowd. Sit on their side — and cheer.

They'll win — and *you'll* win.


WSB Atlanta NBC
WFBR Baltimore NBC
WAAB WNAC Boston Bridgeport New Haven CBS
WICC Buffalo CBS
WBEN Cleveland NBC
WGAR Dallas Fort Worth NBC
WFAA WBAP Dallas Fort Worth CBS
KLZ Denver CBS
WJR Detroit NBC
KPRC Houston CBS
WFBM Indianapolis NBC
WDAF Kansas City NBC
KFI Los Angeles NBC
KECA Los Angeles CBS
WHAS Louisville CBS
WLLH Lowell YN
WTMJ Milwaukee NBC
WSM Nashville NBC
WSMB New Orleans NBC
WTAR Norfolk NBC
WFIL Philadelphia NBC
KGW Portland NBC
KEX Portland CBS
WEAN Providence CBS
KSL Salt Lake City CBS
WOAI San Antonio NBC
KOMO Seattle NBC
KJR Seattle NBC
KHQ Spokane CBS
KGA Spokane NBC
WMAS Springfield CBS
KVOO Tulsa CBS
KFH Wichita CBS
Also
YANKEE NETWORK
TEXAS QUALITY NETWORK
NORTHWEST TRIANGLE
Represented throughout the United States by
EDWARD PETRY & COMPANY
INCORPORATED
NEW YORK CHICAGO DETROIT SAN FRANCISCO

If an advertiser **renews** his contract

it is because he is **SATISFIED**

WITH RESULTS . . . and

79%

of the contracts received by

WTCN

(MINNEAPOLIS-ST. PAUL)

in the first 10 months of 1935 were

RENEWAL CONTRACTS

ST. PAUL DISPATCH-PIONEER PRESS and MINNEAPOLIS TRIBUNE STATION

FREE & SLEININGER — National Representatives.

What's in a Name

By Station Break

WITH THIS ISSUE of BROADCASTING a new column makes its debut. Its purpose is to serve as a clearing house for material which may suggest wider and more effective use of radio as an advertising medium.

Radio is particularly dependent for its success upon ideas, for its essence is showmanship. It is a new field in which many of the fundamental rules remain to be written. These rules will emerge principally from the ideas and experiments of station executives.

The writer of this column hopes that it may serve as a forum for such ideas. He proposes to lead the discussion by presenting his own theories, for better or for worse, with the express understanding that any one who cares to do so may join in. Freedom of speech will be strictly observed and any well-taken point of view will be presented.

* * *

ROBERT LOUIS STEVENSON once wrote that man lives not by bread alone but principally by catch words; which may explain slogans.

A slogan is a "natural" for radio. It is *auditory*, not visual. It is a phrase, pleasant to repeat and easily remembered; the kind of thing we recognize instantly, which strikes our fancy and conveys, much better than columns of copy and illustration, something distinctive relating to the product advertised.

* * *

STATION BREAK seems to have heard very few slogans over the air. Here and there one is successfully used. The C. & O.'s "Sleep like a kitten" is an outstanding example. Chesterfield once wove its slogan of satisfaction into its commercial copy. Lucky Strike has capitalized periodically on catch phrases, and the Happiness Boys from radio's prehistoric days employed their company's slogan.

Examples are more numerous of slogans which have not been used. Hundreds of thousands of dollars are spent in popularizing a slogan such as "eventually, why not now," but in print only. Little is heard about the fact that "it covers the earth" or regarding "economical transportation" or that "when better autos are built, Buick will build them." We are not enjoined to "keep that schoolgirl complexion."

Yet, "L. Bamberger and Company, one of America's great stores, located in Newark, New Jersey," is a slogan that all of us in the East remember. Possibly we need new slogans for the air. If so, let's write some.

* * *

WHEREAS the slogan is the spoken personality of a product, a trade mark is its pen and ink personality. You might imagine therefore that trade marks are of little concern to radio. Quite the contrary.

Radio has tremendous power of dramatization. Trade marks can be dramatized. "Trade" and "Mark" successfully exploited the Smith Brothers trade mark over the air. "Paging Phillip Morris" —is it a slogan or is it a dramatization which almost constitutes an auditory trade mark? From it emerges the picture of a product asked for by every one, and sold at the best places.

We build simplified pictures of things and situations to save ourselves the job of fully understanding them. Walter Lippmann calls these pictures stereotypes. The creation of a product personality through dramatization gives rise to something akin to a stereotype; a simplified picture connoting prestige which should be of definite sales value.

* * *

SPEAKING of the dramatization of trade marks, can you imagine Alexander Woollcott asking the Cream of Wheat chef for a steaming bowl of breakfast food or ordering it for Monday's breakfast? Would not it be fun to put Old Dutch Cleanser on the air as a personality, or to use the Campbell kiddies, who for years have appeared in all Campbell soup ads?

* * *

AND speaking of stereotypes, the psychological experiments on voice and personality appearing in *The Psychology of Radio* by Cantril and Allport, should provide food for thought for every radio advertiser. These experiments show how prone we are to judge a person's character by his voice. This is all the more true on the radio where we do not see the speaker.

Thus the announcer is more than a voice which attracts attention and secures hearing for our message. He is a person to be liked or disliked, believed or disbelieved as his voice personality may affect the listener. What an opportunity for salesmanship over the air!

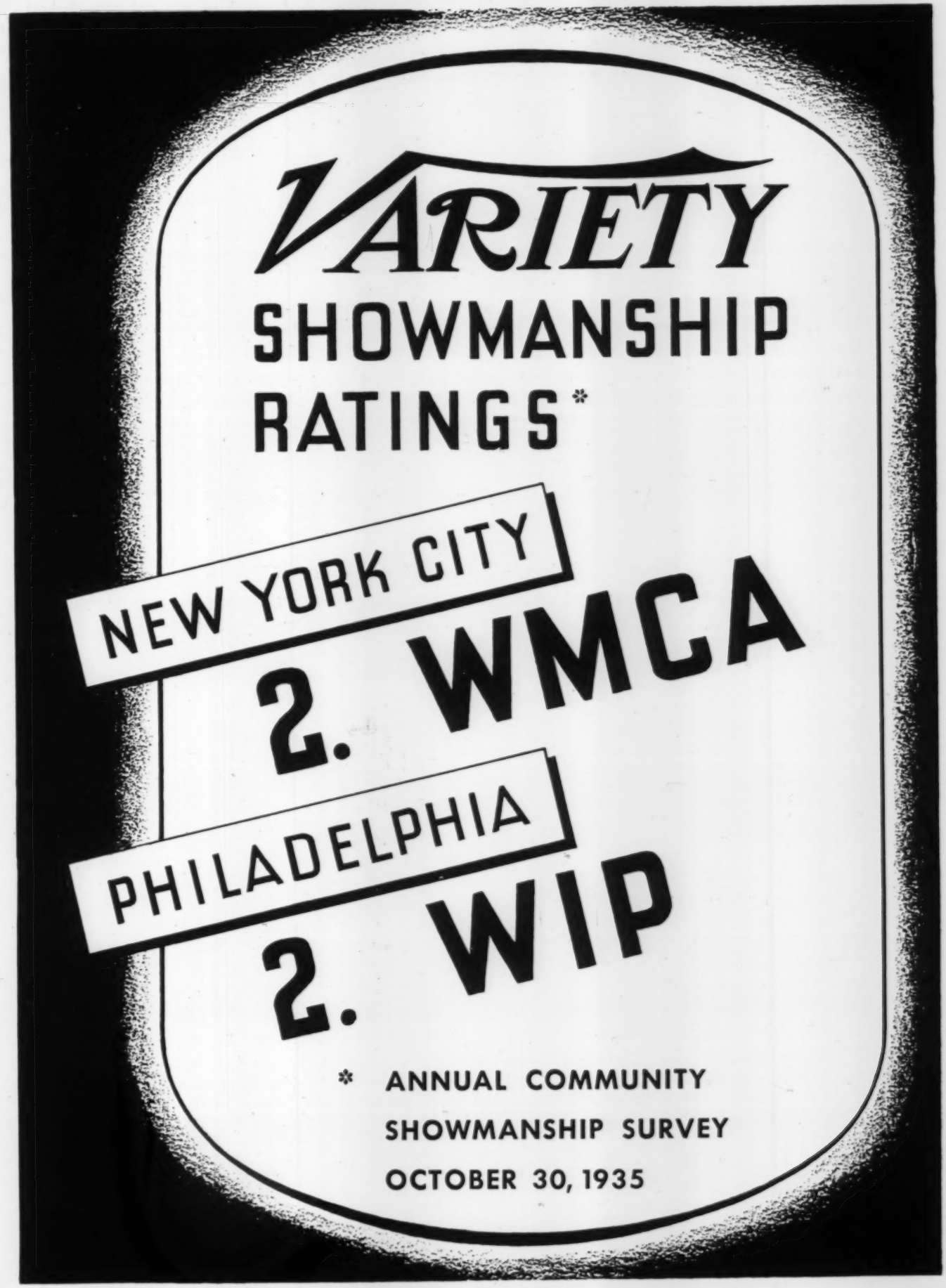
* * *

STATION BREAK notes that many morning and afternoon programs have been shifted this season to early and later evening hours. There should be two advantages in this: The first and more obvious one that a slight increase in total audience *may be achieved;* and the second and more real advantage that a new audience can be secured.

Each portion of the day has its particular circulation. The wise broadcaster may be he who shifts about throughout the day and the week to secure the different audiences available.

Tribute to McCosker

ALFRED J. McCOSKER, past president of the NAB and president of WOR, Newark, will be tendered a tribute dinner Nov. 23 at the Hotel Plaza, New York, by the Ladies Auxiliary of the Infants Home of Brooklyn, to which he has contributed frequent services. Grover Whalen is in charge and among the guests will be Mayor LaGuardia, Alfred E. Smith, Senators Barbour and Moore of New Jersey, Senator Wagner of New York, Postmaster General Farley, FCC Chairman Prall, David Sarnoff, M. H. Aylesworth, Jack Straus, Edward P. Mulrooney, Louis Bamberger and Mayor Ellenstein of Newark. The addresses will be broadcast over WOR and the Mutual Network, of which Mr. McCosker is chairman.


VARIETY
SHOWMANSHIP
RATINGS*
NEW YORK CITY
2. WMCA
PHILADELPHIA
2. WIP
* ANNUAL COMMUNITY
SHOWMANSHIP SURVEY
OCTOBER 30, 1935

Broadcasts From Helena After Quakes Sponsored On KGEZ by Texas Co.

BROADCASTS direct from Helena, Mont., severely shaken by the recent earthquakes, were transmitted over KGEZ, Kalispell, Mont., which set up lines between the two cities. Regularly scheduled Texaco news flashes, sponsored by the Texas Co., New York, were broadcast Nov. 1. Among the speakers interviewed were Gov. Frank Conney, Federal Housing Administrator; Barclay Craighead, State Highway Patrol; Chief Lou Boedecker and State Purchasing Agent Jimmy Collins.

This broadcast, it is reported by KGEZ, lasted an hour and so aroused interest and sympathy for quake victims that listeners to the station in 72 hours voluntarily contributed $2,300 to aid them. There was no solicitation for relief money over the station.

Ed Yocum, KGEZ Texas reporter and commercial manager of the station, handled the broadcasts, with Don Gorman, chief engineer, supervising the mechanics. Simultaneously, KGEZ announced the opening of a news bureau in Helena, claiming to be the first 100-watter outside of a capital city in the West to do so.

H. L. KIRKE, chief of research of the British Broadcasting Corp., who has been visiting in Canada, made a flying trip to Chicago to inspect the vertical radiator of the new 50,000-watt transmitter of WMAQ, Chicago.

MIAMI LOSES ITS ANTENNAS

Emergency Generator Gets First Test as Hurricane Hits City and WIOD Stays on the Air

THE FREAK hurricane of last Monday completely wrecked all radio transmitting towers in the vicinity of Miami, Fla. WQAM's new vertical radiator, built at a cost of over $10,000 was broken in half and crashed to the ground during the second half of the storm. Quick work by the WQAM engineers, who strung a temporary antenna from the roof of the Venetian Hotel to the base of the destroyed tower, enabled the station to return to the air the morning after the storm.

WIOD's twin transmitting towers on Miami Beach were broken in half and badly damaged, but their new auxiliary power unit served them in good stead keeping the station on the air continuously during the storm. A line break between the transmitter and studio caused their service to be interrupted briefly.

All of Tropical's Radio huge transmitter towers were flattened to the ground and considerable damage was done.

Neither CBS or NBC service could be restored to Miami for several days although A. T. & T. worked frantically on the mass of tangled and broken wires.

The FCC granted permission for use of temporary antennas.

Howling winds set the tempo of WIOD's broadcasting day, Nov. 4, when the 100-mile hurricane struck the city. As early as 7:30 that morning the station battened down, dug out fresh supplies of candles and lanterns and laid in a supply of edibles against the seige and broadcast the first warning that the unruly hurricane was heading directly for Miami. Weather Bureau advisories were broadcast periodically and safety hints were given residents for the security of their lives and property.

At mid-morning, WIOD, anticipating the inevitable power shutdown to avoid injury or loss of life from fallen wires, switched to its independent power plant, which kept the station on the air.

Foiled on this front, the elements attacked from another angle. Early in the afternoon, first one and then the other of WIOD's antenna towers went down before the storm's fury. But Milton Scott, chief engineer, and his crew set to work and rigged an emergency antenna and the station was back on the air within a few minutes, with warnings, advisories, and precautionary information, as well as music and entertainment to help relieve the nervous strain of the storm frightened listeners. Four times the antennas went down—and each time Chief Engineer Scott climbed up what remained of the steel towers and rigged a new one.

The *Daily News*, prevented by power failure from printing any but several thousand of its first extra edition, began publishing a "newspaper on the air" over WIOD late in the evening. Bulletins telling of the storm's passing, locations of emergency relief headquarters, safety measures recommended by safety directors and preliminary surveys of the storm's damage in Greater Miami were placed on the air as rapidly as *Daily News* reporters brought in the news.

The plight of an unidentified freighter in distress less than a mile off Miami Beach was broadcast. A general call was issued to amateurs in the area requesting them to relay the position and condition of the distressed craft to Coast Guard headquarters in Fort Lauderdale. This alarm was picked up by a local amateur and relayed promptly to the Coast Guard. The cutter *Saranac* was dispatched to the aid of the ship.

Late Nov. 4, when it was definitely known that all danger to the Miami area had passed, WIOD broadcast a reassuring program, picked up by NBC.

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos) has recorded 12 quarter-hour WBS transcriptions for 65 stations. The discs are being heard thrice weekly through November. Roche, Williams & Cunnyngham Inc., Chicago, is the agency. The discs present Richard Himber's orchestra.

WDAY • WDAY • WDAY • WDAY • WDAY •

WDAY, INC.

N. B. C.

FARGO, N. D.

SORRY, PODNER—

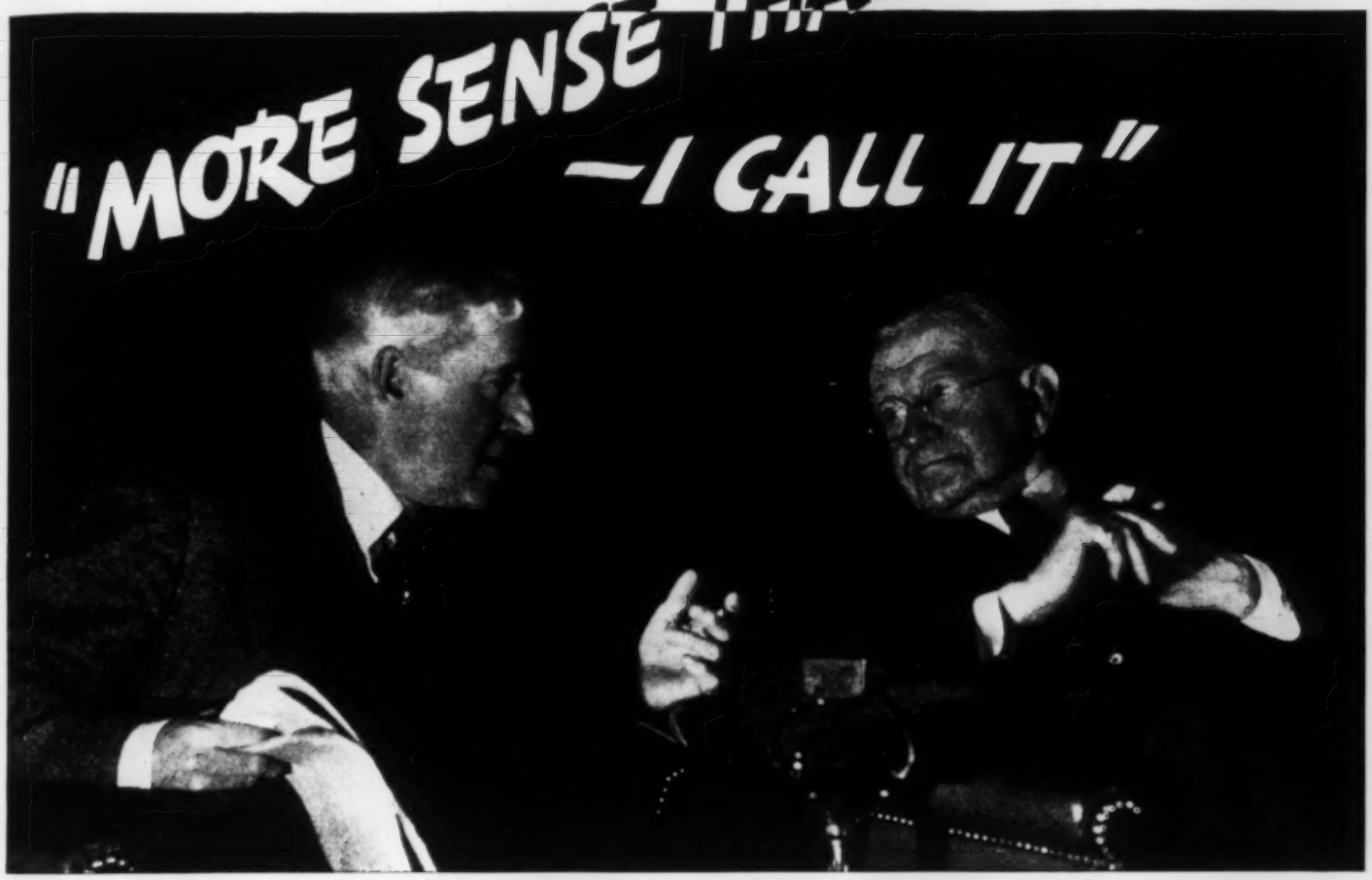
—them white open spaces is all they is *left*—but they're in durned good company!

P. S. Sunday afternoon is purty near all shot, too!

•

FREE, JOHNS & FIELD, Inc.
National Representatives

"MORE SENSE THAN LUCK, —I CALL IT"



"It was no rabbit's foot that pulled them out of the red. It was WLW." Sales executives in many fields are finding that WLW does do something to the sales curve. Partly this is due to WLW's intensive coverage of its logical territory and to the way in which people just turn the dial to WLW and leave it there. Partly also to the *extra value*—the *uncountable "out-of-bounds" circulation* which WLW's incredible reach of 500,000 watts makes possible. Chances are that we have some interesting figures right in your line. Ask us for them.

WLW "the Nation's Station"

500,000 Watts

The World's Most Powerful Broadcasting Station

THE CROSLEY RADIO CORPORATION - CINCINNATI

POWEL CROSLEY, Jr., *President*

You say World Transcriptions are like Color advertising at black and white rates?

Color gives printed advertising more brilliance and realism. It attracts more attention to any magazine page, everyone agrees. But when you use color, your space rates cost more than for black and white, because more presswork is required. If the higher cost were limited only to the increased cost of the plates, and the same space rates were available as for black and white, almost all magazine advertisers would be using color!

There is no such double expense involved in using the greater brilliance and realism of World transcriptions. By means of its entirely different method of transcribing, World adds life and depth and beauty to any program. Here is color illustration on the air! The

All the difference in the WORLD!

TRADE MARK

WORLD BROADCASTING

Other offices and recording studios at: 400 West Madison St. Chicago, Illinois; 555 South Flower St., Los Angeles. Offic
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WOR

Certainly-You get the more brilliant effect and time on the air costs no more!

clarity and true-to-nature quality of the voices and instruments has the effect of bringing the artists in person into the room of the radio listener. This is the nearest approach to personal salesmanship that has ever been achieved in advertising.*

When radio production is only a small part of your advertising expense, isn't it wise to get the best? Time on the air costs the same, no matter how you use it. First-class talent, carefully prepared programs can hardly afford not to use this latest development.

* Perhaps unbelievable until you have heard a World transcription and compared it. Advertisers and their agencies are invited to apply to any one of World's offices so that an audition may be arranged. Hearing's believing!

Write for WBS complimentary booklet "For Radio Results, Facts First — Then Continuous Research" reprinted from an article by the President of one of the largest national advertisers using radio today. It is an excellent guide to successful broadcast advertising.

MARK ©. U.S. PAT. OFF.

G SYSTEM, Inc.

NATIONAL BROADCASTING BUILDING
711 FIFTH AVENUE, NEW YORK, N. Y.

Angeles. Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, Calif.
F WORLD BROADCASTING SYSTEM, INC.), WESTERN ELECTRIC LICENSEE

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
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EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Not for Radio Here

SHALL American broadcasting stations, like so many newspapers, bear the political labels of Democratic, Republican, Socialist, EPIC—or whatnot? Certainly not! Yet even from high official places we have heard remarks, dropped offhand to be sure but none the less significant, indicating that some people are beginning to look upon radio in that light. It may be the case in Europe, where the government and hence the party in power operates radio, but it isn't the case here.

The facts speak for themselves. Regardless of their personal political bents, we know of not a single broadcaster who looks upon his station as the mouthpiece of a particular political group, unless it be a so-called Socialist station in New York which is known for its liberalistic tendencies but which has hewed to the line so far as the "equal opportunity" clause of the radio law is concerned.

That clause is radio's safeguard and the public's against the wilful use of a station for unequal partisan political propaganda. Under it the radio managers must afford equal opportunity on the same basis—pay or no-pay—to all candidates or their spokesmen. So far the radio stations have not been remiss in that respect, as political leaders of all parties (even the Socialists in the national campaigns) will avow. Stations and networks will adhere no less faithfully during the forthcoming national elections, we are certain.

Some pedantic vaporings have been uttered to the effect that "radio fights for no rights", implying it is not fulfilling its political obligations. That is utter nonsense. Radio is the only non-partisan medium left for discussions of *all sides* of political subjects; its prime mission is not political but entertainment, enlightenment and public service. And if any further proof of its generous public service can be furnished, in addition to its neutrality in politics, we cite the big blocks of time donated freely by stations and networks to the current Mobilization for Human Needs (Community Chest) and Will Rogers Memorial campaigns.

Pied Typos?

WILL the paradoxes of radio never cease? Within the last fortnight the International Typographical Union, affiliate of the A. F. of L., has filed with the FCC an application for a new broadcasting station in Indianapolis. The ITU, strangely enough, has been the ringleader among the labor unions for government ownership of broadcasting, having adopted at its convention in September a resolution to that end. The reason, it states, is that radio has diverted almost $100,000,000 of advertising from newspapers and magazines, "thereby depriving some 40,000 or more skilled printing trade workers of much needed employment opportunities".

If that is true, does ITU figure it will help the situation any by starting a commercial station in Indianapolis? Moreover, we would like to know how it reconciles its government-ownership movement with an application for a commercial station.

We would hazard the guess that ITU, or someone in its parent organization, has a hidden Ethiopian somewhere. After all, almost every one in radio who remembers back a year or two recalls certain other "deals" which resulted from threats both legislative and otherwise.

An Old Story Revived

THE OLD, old plaint of too much sameness of programs on clear-channel stations has been revived. FCC Commissioner Irvin Stewart has offered a motion under which the Broadcast Division is instructed to investigate and report on the adoption of special regulations controlling chain broadcasting, but with particular emphasis upon duplication of chain programs on clear-channel stations. This problem obviously would become more important if the super-power proposals before the FCC finally crystallize.

Perhaps there is too much sameness of programs. The matter has been gone into before. But there are a combination of conflicting elements. For example, eight clear channels are allocated to each of the five radio zones under the law requiring an equitable distribution of all classes of broadcasting facilities. But, unfortunately, radio talent centers are not allocated by zones. The best answer to the duplication bugaboo, after all, comes in the sponsored network program. Radio advertisers, who know their radio and markets, are not buying "duplicated" coverage. The fact that a secondary signal of a chain station may be heard in the same area in which a primary signal of another station using the same program is picked up, does not reflect overlapping coverage.

Moreover, the fact remains that there does not appear to be any excessive duplication of chain programs with worth-while signal strength. Picking up the signal of a distant station marred by interference and fading does not constitute duplication. By eliminating the duplication where it does exist, for the rural listener, the result in all probability would be that of depriving the urban listener of good reception, for it is in the cities that reception is at its worse due to man-made interferences and high noise levels.

There is no harm in looking into the duplication problem again. But we doubt whether there will be a solution in any drastic alteration of the status quo that would provide a better balanced program schedule for the rural or remote listener to clear-channel stations. After all, it is the FCC's job to see that the "public interest, convenience and necessity" of the listener is served in all matters affecting broadcasting.

The RADIO BOOK SHELF

SPOT news is fast becoming obsolescent as a journalistic asset, with radio the principal cause, in the opinion of Silas Bent, writing in the October issue of *American Mercury* under the title *Radio Takes Over the News.*

Radio has advantage of the aural over the ocular, as well as unexampled speed, Mr. Bent recalls, in pointing out its advantages over the newspaper. On the other hand, he observes that there remains a function for the daily or weekly press as a reference reservoir, even after spot news has lost its pulling power. Papers will maintain their circulation—if it can be maintained—in the character of entertainers and interpreters, he believes.

Looking still farther into the future, the author has a few comments on television. "When one can *see* news happen while listening to it, the newspaper as such will receive its *coup de grace*," he predicts. "One trembles to think what will become of the newspaper, so far as its present capacities and appeals and revenues are concerned, when this time arrives.

"I believe the daily will go by the board, and that we will have weeklies blessed with some of the qualities of the *Manchester Guardian*, yet containing summaries of important happenings with documentary material, with interpretations of political, economic and social events, with fewer pages devoted to comics and to the lovelorn. In this way the ill wind of radio may blow the press some benefit."

GETTING a job in radio isn't much different from getting a job in any other well-established big industry. But the neophyte, pondering the possibilities of a radio career, can find a lot of valuable sign-posts, and perhaps avoid many a punishing detour, by taking a few tips from *Making a Living in Radio*, by Zeh Bouch (McGraw-Hill Book Co. Inc., New York $2).

Much of the glamor is gone, but there is ample opportunity to make a living from any one or more of the many types of radio employment, all the way from signing up as "Sparks" on a tramp steamer to an announcing assignment on a network. How to go after these jobs—with particular emphasis on the training that is needed and how it can be obtained—is the author's theme.

In no other field are the facilities for training so readily available, he reminds readers *in italics*, and explains that the industry appeals to versatility—to a variety of abilities or genius.

We Pay Our Respects To —

CALVIN TOMPKINS LUCY

IF YOU were picking the ideal manager for a broadcasting station, you would probably want a man who first knew advertising. Then you would want him to have executive ability and experience. A knowledge of music and a sense of showmanship, of course, would be desirable but almost too much to hope for in an individual who had the other qualifications.

A man who meets all these qualifications is Calvin Tompkins Lucy, general manager of WRVA, Richmond, Va., and advertising manager of the Larus & Bros. Co., makers of Edgeworth tobacco. On Nov. 2 WRVA observed its tenth anniversary in broadcasting under the general management of the man who is affectionately known as "C. T." by the station and tobacco company personnel.

Another anniversary for WRVA and the Larus Co., as well as its genial general manager, also takes place this month. On Nov. 16 the *Corn Cob Pipe Club*, a Virginia hillbilly entertainment feature typical of the Virginia countryside, starts its ninth year on the air over a Coast-to-Coast WEAF-NBC network. The program will originate, as in the past, at WRVA, with the talent all native Virginians, most of whom have been featured on the program throughout its eight year tenure.

The *Corn Cob Pipe Club* has been broadcast over WRVA since 1927 with increasing success each year. Starting in 1932 it was heard for two years over a nationwide NBC network, and from March to July 1935, was broadcast over the Mutual and Yankee Networks and WRVA.

The success of the club idea has been phenomenal. Some 750 local clubs have been formed throughout the country, not to mention more than 75 abroad, with a total membership running into the hundreds of thousands. And it has sold Edgeworth tobacco.

But back to "C. T.", under whose direction not only the Larus company and the Pipe Club but also WRVA have thrived. He was born in Baltimore of a Virginia family on October 8, 1891. After studying in the Baltimore public schools, he was graduated from Baltimore City College in 1909, pursued postgraduate courses in several subjects, and came to Richmond in 1912. He entered the employ of Larus & Bros. Co. as office manager of their cigarette factory, the Reed Tobacco Co. Came the World War and "C. T." entered military training at Camp Lee, about 25 miles from Richmond. He was aboard a transport at sea when the Armistice was signed.

Returning to Richmond, the exdoughboy became office manager of the parent company and also was assigned duties in the advertising department. Then, in 1925, without advance notice, he was advised that he was to become manager of the new 1,000-watt station which the firm had decided to establish, continuing, however, as the advertising executive. According to Mr. Lucy, his troubles really began then. In 1928, under the general reallocation, WRVA became a clear-channel station assigned to the 1110 kc. channel with 5,000 watts. It has these facilities today, but is an applicant for an increase in power to 50,000 watts.

Be it remembered that commercial radio was only a lusty infant in 1925. "C. T." and his studio director, Elmer Hoelzle, managed to keep WRVA in operation as a non-commercial station for several years. The Larus Co. was deliberately taking the red figures each year and charging them up to civic pride and such good-will as might accrue to their famous pipe tobacco. Then along came NBC and WRVA finally cast its lot with those who were making so much headway in the use of radio as a direct selling medium. Developments since then came thick and fast and the station now operates more hours in one day than it did in a whole week in 1926.

In the early days of WRVA, "C. T." often announced special events, and was most active in the daily operation of the station. With the expansion of the station and added duties in the Larus-Reed advertising department, he gradually re-

(Continued on page 43)

PERSONAL NOTES

GUY EARL Jr., president of KNX, Hollywood, brought back a handsome pair of antlers from a hunting trip in Idaho this month, which he enjoyed on his way back from Washington and New York.

EDWIN CLAPHAM, formerly of the *New York Daily News*, has joined the advertising-sales promotion department of WOR, Newark.

ANNING S. PRALL, FCC chairman, has been nominated to succeed himself for another three-year term as a member of the board of governors of the Downtown Athletic Club, New York, of which he is a charter member.

B. J. HAUSER, with NBC since 1931, has been named by Edgar Kobak, NBC vice president in charge of sales, as assistant manager of the advertising and sales promotion department.

FENTON EARNSHAW, son of Harry A. Earnshaw, transcription producer, left Nov. 1 for London to open a branch. The firm is now represented in Toronto, Paris, Sydney, Shanghai, Manila and Honolulu.

J. PHILLIPS DYKES, former newspaperman and author of books on aviation, and a former account executive of Frank Presbrey Co. Inc., and Hanff-Metzger Inc., has joined Kasper-Gordon Studios Inc., Boston program building concern, as sales director.

E. K. HARTENBOWER, formerly of the sales promotion department of NBC's central division, has been transferred to the network's Chicago local sales staff, replacing H. R. Evans.

LORIS McGRADY, formerly in Iowa newspaper advertising, has joined the sales staff of WDGY, Minneapolis. Irvin Brown, a member of the WDGY staff, made a series of parachute jumps at the Minnesota State Fair. He plans to break the record of 16 consecutive jumps in one day.

ART KEMP, promotion manager of KNX, Holywood, is back at his desk after a six-week trip in the East. On the return trip he won a golf bag at the Pacific Coast AAAA convention at Del Monte.

C. E. WATTS, formerly on the sales force of KFAC-KFVD, Los Angeles, has been named commercial manager of KFVD. Frank Aid, newspaper special edition specialist, has joined the KFAC-KFVD sales staff.

FRANK P. DOHERTY, owner of KRKD, Los Angeles, is recuperating from a broken leg suffered when he was pinned between two automobiles.

JOHN F. PATT, manager of WGAR, Cleveland, has been re-elected president of the Rotary Club of Cleveland.

JAMES H. HARDY, formerly commercial manager of WGCM, Gulfport, Miss., has joined KIEV, Glendale, Cal., as announcer-salesman.

W. ARTHUR RUSH, director of recording and studio service in the Hollywood RCA-Victor division, and Miss Mary Jo Mathews, film player, were married Oct. 29 in Yuma, Ariz.

GORDON OWEN, formerly on the sales staff of KSL, Salt Lake City, has joined KYA, San Francisco, as account executive.

HENRY (Hank) Jackson, KFRC, San Francisco, sales executive, was married to Miss Pola Eichler Nov. 2.

BILL McKAMY, salesman of KMOX, St. Louis, is the father of 9-pound son, Kent, born Oct. 26.

ALLEN BLACKMAN, former Stanford University track star, has joined the commercial staff of KJBS, San Francisco, as account executive.

WALTER NEFF, sales manager of WOR, Newark, will preside at a preview dinner of the Direct Mail Advertising Association in the Hotel Pennsylvania Nov. 18 at which a motion picture, *A Drama of Advertising*, will be screened. The association Nov. 19 to 21 will show group exhibits of the use of various media in connection with its "50 direct mail leaders of 1935."

JOHN M. GREENE, formerly of Paul Raymer Co., New York, on Nov. 1 joined the NBC sales promotion department. Mr. Greene was with Raymer since October, 1934, and prior to that was with Scott Howe Bowen Inc. and Group Broadcasters. He is a 1919 graduate of Harvard.

KIRBY SHELLABY has returned to the sales staff of KMTR, Hollywood, after a year in the East.

SAM PICKARD, CBS vice president in charge of station relations, was at KTUL, Tulsa, Okla., Nov. 7 to confer with W. C. Gillespie, general manager.

CAPEN EAMES, for more than five years an NBC sales executive in San Francisco, resigned effective Nov. 15 to become Pacific Coast manager for *The Family Circle*, weekly publication. Lawrence Allen, manager of KGW-KEX, Portland, Ore., succeeds Eames at NBC, taking over his duties Dec. 1.

BERNARD PLATT, circulation manager of BROADCASTING, and Mrs. Platt are the parents of a daughter, Phyllis, their first child, born Oct. 30.

BEHIND THE MICROPHONE

EDWARD J. HERLIHY, formerly of WEEI, Boston has joined the announcing staff at Radio City. He is 26 years of age and a graduate of Boston College.

ROYAL WISEMAN, who recently resigned from the announcing staff of KRE, Berkeley, Cal., to go into business for himself, is the father of a boy born Nov. 4.

CAPT. GENE SULLIVAN, on the announcing staff of KYA, San Francisco, for the last four years, resigned Nov. 1. He conducted the *Sportsman's Corner*, and the weekly *Ship-to-Shore* broadcast. Hugh B. Marshall, who came to KYA to write continuity a few weeks ago, has also left the station.

MISS SARAH HOBSON, secretary to Don E. Gilman, NBC Western division vice-president has been transferred from the San Francisco to Hollywood offices of the network.

CLAUDE SWEETEN, musical director for KFRC, San Francisco, conducted a 30-piece orchestra at the annual auto show in that city.

GARY BRECKNER, formerly radio director at the California Pacific Exposition, has joined KNX, Hollywood, as announcer and production assistant. He also is covering football games.

AL TAYLOR has become a regular member of the announcing staff of WLLH, Lowell, Mass.

KENNETH A. WILSON, chief organist of WHDH, Boston, has been named program director succeeding Lloyd Dennis who becomes chief announcer.

TOM SAWYER, formerly of WCOP, Boston, has joined WORC, Worcester, Mass., as announcer and continuity writer.

STANLEY M. COOK, a onetime Canadian bank examiner, has become associated with the Hollywood headquarters of the Radio Transcription Co. of America as chief auditor.

WILLIAM V. RAY, assistant manager of KFWB, Hollywood, has an announcing part in the movie *Thanks a Million*.

Mr. Jack Regen, Manager Tennessee Piggly-Wiggly's Leading Store Unit

Piggly-Wiggly Store Manager says WSM advertised products

are leading sellers in his store

"Practically every basket checked past our cash counter contains Oxydol, Chase and Sanborn or Maxwell House Coffee, Faultless Starch, Jello, Wesson Oil, Neuhoff Meats, or some other radio advertised products. In fact, the food products advertised through WSM are almost without exception the leading sellers in my store."

—JACK REGEN

Ask your dealers and jobbers about WSM's sales influence in the South

50,000 WATTS **WSM** *Complete Production Facilities*

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc.

Nashville, Tennessee

BILL IRWIN, formerly of the *Chicago Tribune's* reportorial staff, has succeeded Yank Taylor as radio editor of the *Chicago Times*. The paper now bylines its radio column "Don Foster" to avoid confusion in case of future changes, in line with its policy with movie and other columns.

JOHN HUGHES, formerly of KVI, Tacoma, has joined the announcing staff of KFRC, San Francisco.

ROBERT KAUFMAN, formerly in charge of publicity at the Chicago CBS studios, has been appointed program director, with Ben Paley and Cecil Widdifield as his assistants. Harold Isbell has been named production director, with Paul Dowty as assistant production man. John Fitzgerald, in charge of special events and public service broadcasts for CBS in Chicago, has taken over Kaufman's duties as publicity chief until a successor is appointed.

MEL MERKLEY, former San Francisco radio press agent, is singing in the KFRC *Happy-Go-Lucky Hour*, afternoon Don Lee network variety show.

WILLIS COOPER, former continuity editor of NBC, Chicago, who resigned to free lance, has been engaged to write the *Betty and Bob* programs, broadcast Monday thru Friday over an NBC-WJZ network, sponsored by General Mills, Minneapolis (Bisquick). Agency: Blackett-Sample-Hummert Inc., Chicago.

JOHN GAMBLING, announcer of WOR, Newark, has been designated as special announcer for the *Voice of Experience* programs, sponsored on CBS by Wasey Products Inc.

RICHARD E. OSGOOD, formerly dramatic director of Yankee Network, has joined WXYZ, Detroit, as chief of sustaining continuity. John A. Slagle, formerly of WBNS, Columbus, and Lloyd Griffin, formerly of WLW, Cincinnati, have joined the WXYZ announcing staff.

LESTER GRIFFITH, after a year of announcing at WOOD, Grand Rapids, has joined the announcing staff of NBC in New York. He studied speech and drama at the University of Michigan and was trouping with a stock company when he joined WOOD.

JACK SHELLEY, graduate of Missouri School of Journalism, and reporter for the *Clinton Herald*, has joined WHO, Des Moines, as assistant to H. R. Gross, news editor.

RALPH TROTTER, program manager of KGBZ, York, Neb., was married recently to Phyllis Bader, former conductor of a shopping service on WAAW, Omaha, and daughter of Ernest Bader, Omaha agency head.

GARY BRECKNER, radio director of the San Diego Exposition, resigned Nov. 1 and joined the announcing-production staff of KNX, Hollywood.

HARRY BROWN, formerly of KFAB and KFOR, Lincoln, Neb., has joined the announcing staff of KMTR, Hollywood.

RUTH RICHEY, who has promoted the *Breakfast Nook* program of WSPD, Toledo, for the past year, has resigned to return to Cleveland.

LAWSON TAYLOR, veteran Southwest newspaperman, has been placed in charge of the new department of public information and service of KTUL, Tulsa. The department is to serve clients as well as provide station promotion.

CARL GEORGE, production manager of WGAR, Cleveland, has been appointed night manager. Maurice Condon, continuity director, has been named schedule manager.

EDWARD L. BARRY, for five years in charge of talent for WGN, Chicago, and with the station ten years, has been named music critic of the *Chicago Tribune*.

DOLLS FOR ALL — Gordon Hittenmark, NBC Washington announcer, celebrated his 200th "Timekeeper" program on WRC recently by announcing that his Christmas gift was going to be a doll for all the needy girls in the city. The doll campaign started with listeners bringing dolls to the studio, Hittenmark in turn serving them coffee and playing their favorite selections. Loew theatres are cooperating in the doll drive.

WILLIAM TABER, absent from radio three years, has rejoined KGBZ, York, Neb., in charge of early morning and farm programs. Ormal Tack, school teacher and singer, is combining a half-time announcing schedule with post-graduate work at York College.

ROBERT TONG, announcer of KFI, Los Angeles, resigned early this month, leaving for Seattle.

WALLACE McLEAN, formerly of KMTR, Hollywood, has joined the announcing staff of KIEV, Glendale, Cal.

MARTY MARTYN has joined Lichtig & Englander talent agency, Hollywood, as an associate.

GRACE NORTON has joined Small-Landu, Hollywood talent agency, to contact radio writers.

LUCILLE DINSMORE, administrative assistant of KFAC-KVAD, Los Angeles, was married late in October to Robert Burton, of Los Angeles.

TONY D'GRAZI, formerly of WGN, Chicago, has joined KHJ, Los Angeles, with a program titled *Cartoonist of the Air*.

RAY BROOK, announcer of WQAM, Miami, has resigned to leave for the Midwest. Phil Kelleah, former actor and singer, has joined the WQAM staff.

AL TRIGGS, formerly with KSO, Des Moines and WJTL, Atlanta, has joined the announcing staff of NBC in Washington.

JOHN MURPHY, globe-trotter and writer, has joined WNBR, Memphis, as production man.

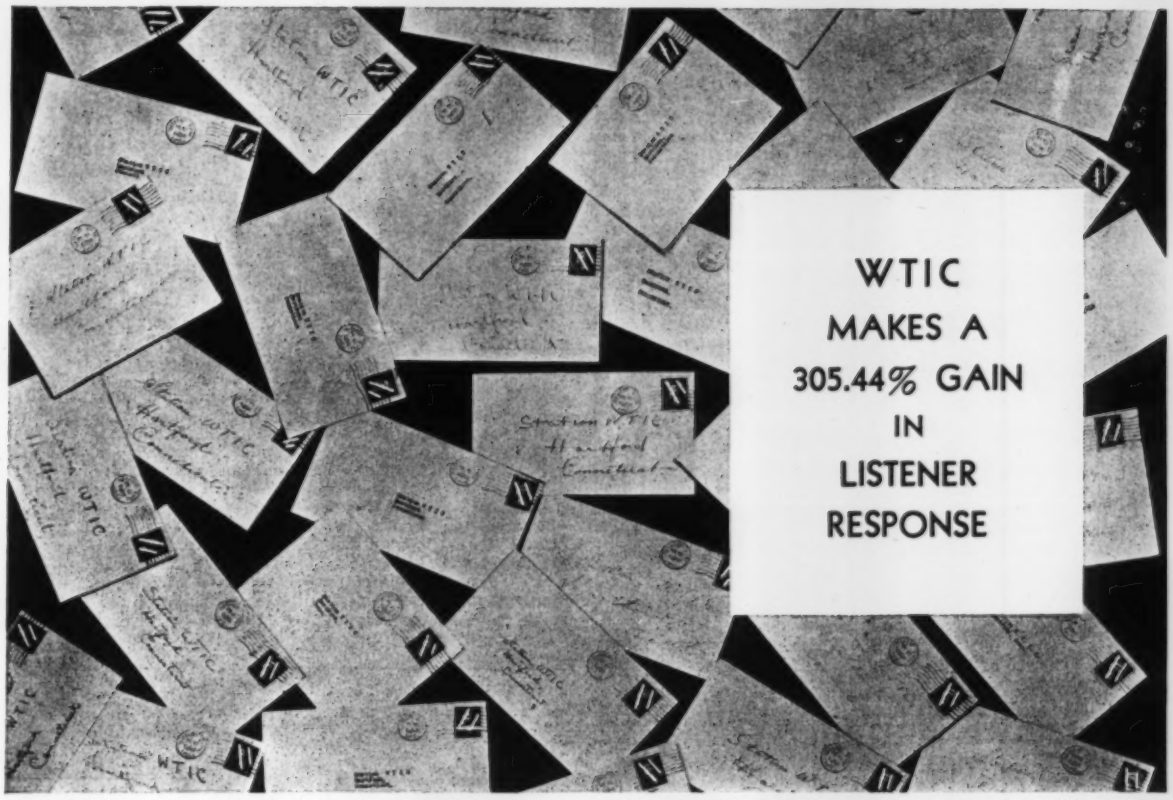
LEO BOLLEY, sports reporter of WFBL, Syracuse, was presented with a gold cigarette case by Jack Corbett, president of the local baseball team, for his broadcasts during the season.

COL. RHYS DAVIES, short story writer and former stage producer, has been appointed production manager for the Audisk Corp., San Francisco transcription concern.

JOSEPH H. BECK, long in newspaper, advertising, movie and radio work, has been named production manager of Midwest Recordings Inc., transcription producer.

March of Time

WHETHER Remington-Rand Inc. and Time Inc. will continue cosponsorship of the *March of Time* on CBS had not been determined as BROADCASTING went to press, with existing contracts calling for only three more weeks after Nov. 18. Meantime the sponsors, along with Batten, Barton, Durstine & Osborn Inc., the agency, will decide if it is to continue in its present form, revert to a weekly half-hour program or be discontinued.

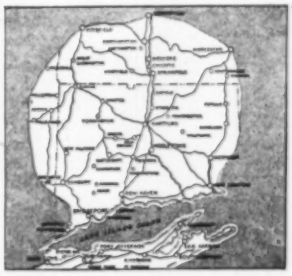


. . . . AND YOUR ADVERTISING DOLLAR GOES 3 TIMES AS FAR IN NEW ENGLAND

January to October first—only nine months! Yet in that short space of time WTIC has made a 300% gain in listener response, as proved by actual count of the flood of letters received from all parts of New England. Think what this means in terms of your advertising appropriation. A program over WTIC now gives you three times the selling power per dollar — for there has been no corresponding increase in WTIC rates.

An increase might have been expected as WTIC was on half time operation for the first four months of 1934 — but 300% is almost unbelievable.

Station WTIC offers the one way to reach this entire market at small cost. Talent is available for the skilful staging of any type of program. Full particulars on request.



THE WTIC COMMUNITIES
A PROSPEROUS POPULATION IN A COMPACT MARKET

WTIC

50,000 WATTS

HARTFORD · CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY**, *Business Mgr.*

NEW YORK OFFICE, 220 EAST 42nd STREET *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE *C. C. WEED, Manager*

IN THE CONTROL ROOM

GEORGE C. DAVIS, radio inspector of the FCC in Philadelphia, has been transferred to Washington headquarters in the broadcast section of the FCC Engineering Department. He will take over a portion of the duties of J. C. Barron, engineer who has resigned to enter a consulting practice.

RALPH L. CLARK, now assistant to W. D. Terrell, chief of the FCC field force, has been detailed to Washington from Detroit, and transferred to the broadcast section of the FCC Engineering Department.

GEORGE I. JONES, formerly radio engineer with Jansky & Bailey, Washington, has joined Graybar Electric Co., as assistant to L. H. Whitten, manager of the Washington branch.

ARTHUR DAVIS, formerly of Western Electric Co., has joined Olesen Sound Studios, Hollywood. Sam Bartlett on Nov. 1 became Olesen's production manager, C. C. McDonald, formerly in charge of production, continuing as chief engineer.

EVAN LEWIS, former technician at KREG, Santa Ana, Cal., has joined KFAC, Los Angeles, as night engineer. William Jurek, recent graduate of Los Angeles Junior College, has joined the maintenance engineering staff of KFAC-KFVD, Los Angeles.

Get Business in Montana
Use—
KGIR
Only Station in Butte
Montana's Largest City

Anti—"And Now"

NO LONGER will the bugbear "And NOW" be heard over KFRC, San Francisco, if Harrison Holliway, manager, can prevent it. He has started an anti—"And Now" campaign, feeling that the radio audience has enough to be bothered about without further boredom from announcers and masters-of-ceremonies who use that superfluous expression. To top it, he has invited dialers to join the campaign by advising the station when they hear infractions. There will be penalties for announcers. Holliway explains that there are exceptions where use of the expression is difficult to avoid, such as in running ad lib descriptions of a sports event, or some other occurrence where action is fast.

LLOYD WINGARD, technical engineer of WGAR, Cleveland, returned to his post early in November after an absence of three months due to a broken leg.

GALE SMITH has joined the engineering staff of WQAM, Miami. Eddie Davenport, remote engineer, has been shifted to the transmitter crew.

VICTOR WELGE, former designing engineer for the Remler Co. Ltd., San Francisco, has joined the engineering staff of KSFO, that city, succeeding J. J. Blanchard, resigned.

RAY SCHROEDER, chief engineer of WJJD, Chicago, has engaged Ed Knight to assist in the installation and operation of the station's new equipment. Knight was formerly with CKLW, Windsor-Detroit.

PANEL IN TRUNK — This portable control booth, with trunk clasps to hold it together, is soundproof yet ventilated. It is the creation of Frank Falknor, CBS Western Division chief engineer. Here is Ted MacMurray, of the CBS Chicago staff, tucked away in the booth.

Deems Taylor Is Named Music Counsel for Ayer

DEEMS TAYLOR, composer, editor and critic, has been appointed as counsel in the creation and direction of musical programs prepared by N. W. Ayer & Son Inc. Mr. Taylor is well known in the field of music and is currently heard on the air as master of ceremonies of the Squibbs' *To Arms for Peace* program on CBS and the Swift *Sigmund Romberg* program on NBC.

Mr. Taylor was graduated from New York University in 1906, was editor of *Musical America* from 1927-29 and prior to that he was music critic for the *New York World*. "The Echo", a musical comedy of 1910, was one of the first musical shows Mr. Taylor wrote. Since then he has been commissioned to write operas by the Metropolitan Opera with *The King's Henchman* in 1927 and *Peter Ibbetson* in 1930, two of his best known works.

Ford Motor Co. shows, Atlantic Refining Co. and *Eno Crimes Clues* are current programs being handled by this agency.

NBC Engineers' Dance

ENGINEERS of the NBC New York Division will hold their first annual supper dance at the Waldorf Astoria Nov. 19, with prominent officials of the NBC, announcers, production men and talent attending. Through the cooperation of Paul Whiteman, Dick Mansfield and his orchestra will provide the music. Graham McNamee will act as master of ceremonies. The dance committee of the NBC Association of Technical Employees is composed of W. C. Resides, chairman; Beverley Fredendall, Andrew Waddell, Milton Kitchen and Walter R. Brown.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

Radio Commission Left Untouched by Canadian Premier

Membership of Control Agency Remains Intact for Present

By JAMES MONTAGNES

THE CANADIAN Radio Commission has a new lease on life. According to the attitude being taken by the newly-elected Premier, W. L. M. King, the board was established under an act of Parliament, and is not directly responsible to the government. Chairman Charlesworth and Commissioners Chauveau and Steel, have some time left to serve under the act, although it was generally expected in radio circles that the Commission would disappear with the new government.

Under the radio broadcasting act authorizing the Commission, passed May 26, 1932, the chairman, Hector Charlesworth, serves for ten years, of which he has already served three. The vice chairman, Col. C. H. Chauveau, but recently appointed, has his entire nine-year period to serve, while Lieut. Col. A. W. Steel has five years of his eight-year term to finish.

Premier King in his election campaign made no mention of the Radio Commission, and his present attitude is probably due to pressure of more important national and international trade problems. Since each of the commissioners is an appointment of the Conservative government, it may possibly be some months before a change is made through a parliamentary act.

* * *

THE Radio Commission has to pay $5,083 as the result of a judgment awarded the King Edward Hotel Co. Ltd., of Toronto, by the Ontario Court of Appeal. The hotel company claimed $10,733 for breach of lease of the studios which the Commission took over when it leased station CKGW from Gooderman & Worts Ltd., distillers. Shortly after the Commission took over the station and changed its call to CRCT, the studios were moved to a residential part of Toronto. Now the Commission has to pay Gooderman & Worts, who have to pay the hotel.

* * *

A FICTITIOUS town of Beaver Bend, on a Canadian Commission program, has become a real town, with the establishment near the Consolidated Mining & Smelting Company's properties at Trail, B. C., of a townsite by young executives of the mining company. They have called their new town Beaver Bend, and it will be listed in the next edition of Canada's postal guide.

Using Western Network

WESTERN NETWORK is the name selected for the hookup of KNX, Hollywood, and KSFO, San Francisco, which has contracted for a series of sponsored religious programs by Martin Luther Thomas in addition to the Father Coughlin series. The Martin Luther Thomas series is broadcast Sunday afternoons, 4:30-5 p. m. (PST), originating at KNX. The contract is for 52 weeks. Newkirk & Lawrence, new Hollywood radio and production agency, has the account.

KSD
IN ST. LOUIS
The Pioneer Adds Ultra Short Wave Auxiliary
W9XPD
NOW ON THE AIR
The initial program broadcast over W9XPD Wednesday, October 30, was the first ultra short wave broadcast ever scheduled in St. Louis over a station erected for the purpose.
W9XPD's transmitter is designed for a power of 100 watts. It is of the high fidelity type covering a tonal range of 30 to 12,000 cycles.
Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Free & Sleininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

Advertising's Place in Recovery

(*Continued from page 10*)

that it is almost a classic with its 36/1,000ths of a cent per can for advertising.

But let's do our best to be completely fair. Even though buying at retail a housewife finds that there are no coins small enough to give her an actual saving in her daily purchases, could there be some way of working out a saving for her on her annual budget if there was no expense for advertising? In other words, could she be able to get a refund of a few dollars on her total household buying at the end of a year?

An Economic Tool

HERE we come directly up against the very essence of advertising's value as an economic tool. Without the volume, without the mass production, which advertising has helped to create, the unit cost would be increased far beyond the amount of advertising. Without this mass production, too, her husband and her friends' husbands would have few of the jobs which they hold today and would have little hope of getting new jobs as mass buying gets into its stride again.

Anyone who has had an opportunity to observe American business over the past 20 years can multiply examples of the way that growth in volume has given the consumer either the same value at a lower price or added value at the same price or both.

In about 12 years, something like 18 million radio sets have been purchased for American homes. Today you can buy for one-fifth or one-sixth of the price of those early sets of 12 years ago an instrument which reaches across the oceans and gives you fidelity and beauty of tone beyond the wildest dreams of 1921.

In distribution, advertising, or spreading of information to the public, is only one factor. The retail cost of any article is made up of materials and labor plus all the distribution costs, which include packing, carting, transportation, warehousing, salesmen's expense, credit, collection costs, financing and advertising.

There has been so much talk about "Our million dollar expenditures in advertising" that people forget how many millions of people must be reached. Business survives and grows great and advertising, in the main, succeeds only by making things cheaper and better so that more people can have them. The average cost of automobile tires per mile today is less than one-tenth of what it was in 1913. The low priced cars of today are infinitely greater in value than the automobiles of five times their price 20 years ago.

If advertisements are sometimes vulgar or occasionally deceitful, don't blame advertising. It still remains the most potent single force in creating the mass production on which American prosperity must rest. It still remains the voice of business.

In the Sept. 15th issue of *Sales Management* is a remarkable "Open Letter to 184 Non-Advertisers". It is inspired by the decision of the United States Steel Corp. to employ advertising counsel and to embark on an aggressive campaign as it passes from a period when production was all-important into an era of selling.

That letter illustrates a third function of advertising to hasten the recovery of American business.

It points out that national advertisers have a far better profit record than non-advertisers; that in the early days of the Roosevelt administration only 17.6 per cent of companies having no trademark were paying dividends while nearly 60 per cent of the companies having national trademarks were paying dividends. More than that, for the years of 1932, 1933 and 1934 an average of 525 companies with securities listed on the New York Stock Exchange paid dividends and 60 per cent of them were advertisers.

Manufacturers who went into advertising in the glorious twenties with the feeling that "we might as well spend it this way as to hand it over to the government" in taxation were amazed to find that, in a majority of cases, advertising paid.

In the week after the Steel Corp. made its announcement, 18 non-advertisers sent inquiries into the offices of just one magazine asking for information and help in formulating advertising plans.

The strongest driving force in American life is the desire to hear about new ideas and to achieve new ambitions and the reason that Americans like advertising is because it tells them about the new ideas. Many of these have been perfected by scientists in the laboratories which business has been maintaining for the past 30 years.

Unemployment cannot be wiped out until there is a job for every human being who wants to work, and the way to more jobs for more people is to satisfy more wants by more people. Wages went up in this country so long as the standard of living was rising. The most economic way to sell the output of a factory is to make a lot of people want what it can make and advertising is the only force that can make them want it.

Scientists and manufacturers will continue to create new products. The public wants them. The public must be told about them. Advertising alone can do it. It is said that heavy industry stands ready with 55,000,000 horsepower waiting the pull of consumer buying. But the force that will put all that horsepower to work is the will of the people—the human beings who are going to demand new standards of living beyond anything that even America has known.

Advertising is ready to carry the messages that will make these human beings throw overboard the preachings of the pessimists and lift this country forward in the next few years across new frontiers of happiness and comfort.

Negro Announcer

JACK L. COOPER, of WSBC, Chicago, is believed to be the only official Negro commercial announcer in the United States. He made his first radio appearance in Washington in 1925, going to Chicago in 1926 where he joined WWAE as producer of an *All-Negro Hour*. He started another Negro program on WSBC in 1928, buying and reselling time. Cooper plays as many as five characters in a program.

Fire Destroys Studio

LOS ANGELES studios of KGER, Long Beach, Cal., were completely destroyed by fire late in October when a general alarm fire gutted the department store building where the studio was located. Ted Gailey, program director, was at the microphone and left his post only when ordered out by firemen.

Gas Appliance Discs

MACGREGOR & SOLLIE Inc., San Francisco transcription producers, through the Jean Scott Frickelton Adv. Agency, that city, has cut 13 quarter- hour musical recordings for the Gas Appliance Society of California, San Francisco (gas ranges), which have been placed with the following stations: KIEM, Eureka; KWG, Stockton; KHSL, Chico; KFBK, Sacramento; KQW, San Jose; KLX, Oakland; KMJ, Fresno and KTRB, Modesto. MacGregor & Sollie sold 13 quarter-hour episodes of the musical serial, *Sketches in Melody*, to Sommer & Kaufmann Inc., San Francisco (shoes), through Kelso Norman Organization, that city, for reproduction on KFRC, San Francisco, in a test campaign.

LONGVIEW!

—Financial Center of East Texas Oil Field

—Home of East Texas Chamber of Commerce

—A City That Is Growing and Buying

—Let KFRO Sell this Territory For You

KFRO

"Voice of Longview"
Longview, Texas

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

GREATER VALUE WILL SOON COMMAND A HIGHER PRICE

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

5000 WATTS

Has Increased Its Value:

1. New High Fidelity RCA Transmitter
2. FIVE TIMES THE FORMER DAYTIME POWER
3. New modern studios and offices
4. Three times the former occupied space
5. ONE MILLION ADDITIONAL LISTENERS

Contracts signed before rate increase will be protected for their term, not to exceed one year.

National Representative
HEARST RADIO
NEW YORK
CHICAGO
SAN FRANCISCO

Radio Station WFLA-WSUN
STUDIOS
TAMPA • •
CLEARWATER •
ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

A SUPER DOUBLE-X TRIPLE-A NO. ONE BARGAIN!

Several reliable surveys indicate that, at any given time, about 40% of the Louisville audience is tuned in on Station WAVE. This 40% can be bought for "X" dollars .... To reach the remaining 60%, you'd have to use *several* stations, the *least expensive one* of which costs "2X" dollars .... We get the *listeners* because we're N. B. C. You get the low rates because we're content to be heard only by the 1,000,000 people in Louisville's logical trade-territory.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

Newspapers Recall Ban in Quaker City On Election Results

Scramble for Broadcast Tieups After Having Closed Gates

By MARTIN GOSCH

PHILADELPHIA — Out of the maelstrom of this city's Election Day earlier this month emerges a situation which may have a vital effect on the national press-radio picture.

Less than a week before balloting time, Philadelphia stations found the bars up at all newspapers against running results on election night returns; and 24 hours before voting deadline, four out of five metropolitan dailies were tied-in with the stations and plugging the connections with front page publicity.

The situation goes back to June, 1935, when WFIL arranged a reciprocal advertising deal with the *Philadelphia Daily News*, and shortly after gathered in the *Morning Record* with a similar agreement. Later, WIP signed the *Evening Ledger*, while on Oct. 1, the reputedly aloof morning *Inquirer* set the pace for the entire local press by more than doubling reciprocal advertising with WFIL and WIP. Three syndicates have radio representation in Philadelphia — INS at WFIL, UP at WCAU-KYW, and Transradio at WIP.

Although it was generally conceded that the advertising agreements were purely on a business basis and completely eliminated editorial tie-ins, nevertheless a feeling of friendliness was supplanting the antagonism which had been evidenced by the papers toward radio during the past several years. Consequently, it was a surprise move when, on Oct. 31, all the dailies suddenly placed a ban on servicing election news material to the radio outlets.

Newspapers Enjoined

REPORTS indicated that AP, said to control the Alexander Association, a politically-connected group which gathers election data for the five dailies, ordered the freeze-out of UP and INS, thus preventing affiliated stations from gathering election returns over the wires. To make the ban complete, all dailies were enjoined from giving or selling voting information to any radio station. This ban found WCAU and KYW with the returns already sold to two accounts, and WFIL, WIP and WDAS in the process of making such sales.

Facing a complete shut-out, WFIL immediately arranged for remote pickups from both Democratic and Republican headquarters, while WCAU, KYW, WIP and WDAS followed the same day. Figuring that political headquarters would possibly run neck-and-neck on the returns, the broadcasters at least garnered some protection from the political angles. Therefore, it was even more of a surprise move when, on Nov. 2, the *Inquirer* turned an about-face and offered full service to WFIL and WIP on a sustaining basis, with the paper to receive a number of courtesy plugs. The reason for this action still remains a mystery, although it is supposed that the *Inquirer's* primary position with AP enabled it to dictate terms.

The Sunday *Inquirer*, preceding election day, promoted its radio scoop with page 1 copy, an unheard of action in Philadelphia. Within six hours of the *Inquirer's* first Sunday sale, the *Daily News* had connected with WDAS, and the following morning, WCAU and KYW made arrangements with the *Evening Bulletin*. This latter move still remains the talk of the Quaker City, in view of that newspaper's adamant stand against radio. Tuesday found the air outlets reaping a harvest of publicity, somewhat dazed and not a little bewildered by the startling change of events.

The election day line-up among the stations was as follows: WFIL —remote at *Inquirer*, Democratic headquarters and three roving reporters; WIP — *Inquirer* service and both party headquarters; WCAU and KYW—telephone news from the *Bulletin* and service from both political parties; WDAS—remotes at the *Daily News* and the two party headquarters. A salient feature of WFIL's arrangement with its paper was the special permission accorded to handle a commercial sponsor, American Oil Co. On the previous Saturday when the studio's transmitter went out of commission a four-hour pick-up from the Pimlico race track under Amoco sponsorship was cancelled. With that client requesting a substitution of the night's election returns, WFIL received permission to cut in on the account.

General impressions of the election broadcasting were that no station outstripped competitors by a large margin. WFIL claims a "beat" from Democratic headquarters with the first rumor of retreat. The *Inquirer*, monitoring WFIL in its City Room, picked up the report, checked it, and had a special edition on the streets in advance of competing papers.

The aftermath of the Election Day radio-news arrangements have not crystallized at this writing. It is believed that AP suffered a severe setback in its attempt to block member newspapers from radio agreements. No statements have been forthcoming from John Blackman, *Inquirer* executive, who was instrumental in tieing up his paper with radio, and allegedly broke the Alexander Association ban. The stations are "sitting tight", awaiting the next move by the press.

ELECTION DAY
Extra Editions With Vote Data Missing in New York

ELECTION extras were conspicuously absent in New York City on election day, a corner newsboy summarizing the reason to a correspondent for BROADCASTING thus: "Naw, there won't be no election extras tonight; the radio has killed all that 'cause it broadcast the news before you can get it printed."

Said E. L. Bragdon, writing in the *New York Sun*:

"In some respects radio has not changed at all in nineteen years. On election night in 1916, Dr. Lee De Forest, excited over the prospect of transmitting election returns by radio, stepped to the microphone of his small station at Highbridge in New York and announced to the small world equipped with receivers that 'Charles Evans Hughes has been elected President.' The morning newspapers proved otherwise, but so few people had heard the bulletin that a correction was unnecessary."

NOV. 2 marked the fifteenth anniversary of the pioneer KDKA, Pittsburgh, and from that date many reckon the beginning of modern broadcasting.

*FIRST IN

Showmanship!
Gains!!
Volume!!!

THERE MUST BE A REASON!

You Sell Maryland When You BUY

WBAL

10,000 Watts . . . Basic NBC Blue . . . 1060 Kcs.

* These statements are quoted from leading radio publications and research organizations and are the results of their investigations rather than our own claims.

National Representatives
HEARST RADIO
NEW YORK
CHICAGO
SAN FRANCISCO

WJAY

Cleveland
610 Kilocycles
An Independent Station
with
BIG Coverage
in Ohio

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

RADIO CLINIC FOR AGENCIES

WGAR Tells the Story of Broadcasting in a Series Of Special Sales Presentations

A SERIES of clinics to tell Cleveland advertising agencies about radio through actual auditions and sales presentations has been started by WGAR, Cleveland. The first clinic was staged in the Hotel Statler for the Cleveland office of Fuller & Smith & Ross Inc., with 30 executives, account executives, space buyers and production men attending.

The clinic got under way with flash bulletins on what radio does for the advertiser, several WGAR announcers handling the audition which was piped to the room. Following were sample introductions and subject matter on successful sustaining and commercial features broadcast by WGAR, including network programs. Welcome talks were received from John Patt, manager of WGAR; Eugene Carr, assistant manager; Ellis VanderPyl, sales manager; Lloyd Venard, sales promotion director. All were read from the studio by WGAR announcers.

Commenting on the clinic, President Billingsley of the agency said: "So far as I know this is the first time such a complete and thorough attempt has been made by a radio station to acquaint advertising agency men with radio and its work. Before we have obtained the story piece by piece but tonight Mr. Patt's efforts to tell us radio's story have been successful. He and his staff have missed nothing."

In the photograph are: Front row, left to right, C. E. Horton, vice president of the agency; John E. Wiley, vice president; Clay L. Reely, account executive; W. M. Hutchinson, account executive; Allen L. Billingsley, president. In the background are Morrisson M. Scott, account executive; W. J. Staab, space buyer; Sanford Ketchum, C. D. Mitchell, Carl Wagner, T. R. Gymer, Lowell Spencer and R. C. Shaw.

Commerce Department To Start Series on CBS

THE U. S. Department of Commerce will promote its activities in a series of programs to be broadcast over CBS beginning Monday, Nov. 25, 4-4:30 p. m. CBS agreed to donate the time for this program after the department approached Lawrence W. Lowman, CBS vice president in charge of operations, and E. R. Morrow, also of CBS. The program will originate in Washington with music provided by the Army, Navy and Marine Bands.

Daniel C. Roper, Secretary of Commerce, will be the guest speaker on the first program and will explain the purpose of the broadcasts which will take up each of the department's 10 divisions and present a dramatization of their work. Guest speakers will be selected from the various divisions of the department and will have five minutes to cover their subject. The program will be similar to the Julius Klein programs of the past. The initial series is scheduled for 13 weeks.

25,000 to WLS Show

THE three-night Harvest Festival of WLS, Chicago, held at the International Amphitheatre at the Union Stock Yards, attracted 25,000 radio fans who paid to see the 5,000 fruit and vegetable exhibits of WLS listeners. Each of the three evenings a performance was given by the *WLS National Barn Dance* crew. Among other features were a pet show and WLS artist exhibits. Square dances concluded each evening. The festival was staged on short notice under the direction of George C. Biggar, WLS program promotion director.

FOUR-STATION UNIT BEGUN IN NEBRASKA

THE FOUR Nebraska stations under purchase option to the Nebraska Broadcasting Co., subsidiary of the *Omaha World-Herald*, early in November were formed into an organization called the Nebraska Broadcasting System for the purpose of group sales. Acting sales manager is Alex Sherwood, now managing KGBZ, York, Neb., under the direction of Lloyd C. Thomas, operator of WROK, Rockford, Ill., who is handling the Omaha newspaper's radio plans. The transfer of the stations to the new corporation is still awaiting FCC action and it is understood that several of the purchase options may expire shortly.

The arrangement makes it possible to buy as a group stations WAAW, Omaha; KGBZ, York; KMMJ, Clay Center, and WJAG, Norfolk. A 10% discount to national advertisers buying all four stations for 15 and 30-minute daytime periods is offered. Representation in New York is by Aerial Publicizing Inc., in Kansas City by Howard Wilson of Wilson-Dalton, and in Chicago by A. T. Sears & Son Inc.

New Station in Rio

A NEW station to be operated along American commercial lines, with call letters PRF3, has been started in Brazil by the Brazilian Radio Transmission Co., Rio de Janeiro. American equipment is used. The station operates between 1250-1300 kc with 10 kw power, according to the U. S. Department of Commerce.

Italian News!

It's hot stuff these days . . . and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Bos. 137

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

Leads 46 States!

North Carolina, for the fiscal year ending last June 30, led 46 states in Federal Internal Revenue collections*. Station WWNC offers the only blanket Radio Coverage of rich resort-industrial Western Carolina!

* $283,677,545.45 (Treasury Department, Internal Revenue Bureau).

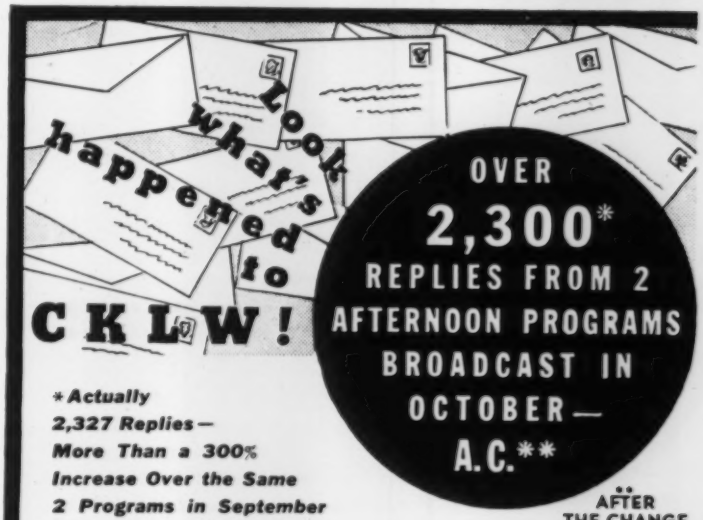
The MAN on the STREET

Daily 5:45-6:00 P. M.

$100 a month on 6 month contract

1,000 W. KGVO 1260 Kc.

MISSOULA MONTANA


Look what's happened to CKLW!
OVER 2,300* REPLIES FROM 2 AFTERNOON PROGRAMS BROADCAST IN OCTOBER — A.C.**
*Actually 2,327 Replies — More Than a 300% Increase Over the Same 2 Programs in September
** AFTER THE CHANGE

Mail pours in upon CKLW in response to adult-appeal, song-guessing programs (no "give-away hook")—broadcast at a time usually devoted to children's hours—facts which make this amazing mail response the more outstanding. There is but one conclusion—*CKLW's pulling power is greater today than ever before*—and CKLW is therefore the direct economy route to the thriving Detroit-Windsor area! Use CKLW for greatest returns on your advertising dollar.

CKLW SERVING THE THRIVING DETROIT-WINDSOR AREA

Now Affiliated WITH THE MUTUAL BROADCASTING SYSTEM

REPRESENTATIVES
J. H. McGILLVRA, New York
JOHN KETTLEWELL, Chicago

Detroit Office:
UNION GUARDIAN BLDG.
Windsor Office:
GUARANTY TRUST BLDG.

In 1935

More local advertisers and more local commercial hours than any other Syracuse station

•

New ALL-TIME RECORD

In Total and Spot Sales

•

"We Invite Comparisons"

•

PAUL RAYMER CO.,
Representatives

WSYR
TOP O' THE DIAL
PREFERRED POSITION in SYRACUSE

Gen. Harbord Visualizes Transmission Of Colored Television, Taste and Odors

THE "ultimate achievement" of communication will come "when we, at last can see the man who is talking to us even though he is in a distant city when we can watch every change of his expression, catch every tone of his voice," said Maj. Gen. J. G. Harbord, chairman of RCA on Nov. 12 in an address before the School of Engineering, Princeton University.

Recounting the development of radio from Marconi's first trans-Atlantic flash in 1901, to the present, General Harbord devoted much of his address to a glimpse into the future of radio, which will see facsimile, television, and possibly the transmission of "smell" and "taste" by radio waves.

"We may even dream of a far-off day of television in faithful colors," he said. "It is within the realm of theoretical possibility that radio can release aromas and flavors at the receiver exactly duplicating those at the transmitter. If so, we can sniff in New York the fragrance of a cigar being smoked by the man in Havana, with whom we are chatting, and taste in Florida a freshly-picked apple pressed against a sending device in Oregon."

General Harbord said he mentioned these not as definite prophesies, but as "frankly romantic speculations illustrating the trend of radio communication. In the radio laboratories of today, the former A. E. F. chief of staff declared, progress has been made that promises the possibility of flashing entire pages of hand or typewritten letters by high-speed facsimile, instead of by the dots and dashes of the Morse code. When that arrives as a practical service, he said, the sender of a telegram and the man who receives it will have a closer, more personal, contact.

Facsimile and Television

HE SPOKE of the close relation of facsimile to television. The latter, he asserted, as a practical public service is not an immediate possibility, "but the path toward it has smoothed by our increasing knowledge of ultra-short waves. High-speed facsimile is the sending of still pictures through the ether. Television is the sending of pictures in rapid enough succession to give the appearance of continuous motion. The future of both seems to lie in the field of the micro-wave. What we have learned from television research has aided facsimile research, and what we have learned about facsimile has taught us many things about television. A fundamental requirement in both is an efficient and reliable short-wave radio circuit.

That radio can be put to uses not so pleasant and constructive as broadcasting of entertainment and encouragement of understanding and peace through international program exchanges, also was emphasized by General Harbord. Controlled radio-telegraphy and controlled broadcasting, he said, have a direct bearing on freedom of press dispatches and freedom of speech. "They may play a part in fomenting war," he asserted.

"If war should come between any nations today radio will be a far more influential force than in the last war. At that time, even in its infancy, it gave a good account of itself. Now it has attained full stature. Radio communications circuits cannot be stopped by an antagonistic nation, as transoceanic telegraphy once was, simply by the severing of cables. News, probably influenced by censorship, will still come through in future hostilities."

ANGOSTURA - WUPPERMAN Corp., New York (bitters), has started eight weeks of one-minute spot announcements on WTIC, Hartford, and WTAM, Cleveland. Donahue & Coe Inc., New York, is the agency.

New Consulting Service Has 8 Newspaper Clients

FORMATION of S. A. Melnicoe & Associates as radio consultants, with offices in the Ferry Bldg., San Francisco, has been announced by Mr. Melnicoe, former manager of KFBK, Sacramento. The company proposes to serve operating stations and applicants for construction permits in the Pacific area. The following newspapers were listed as its clients, all applicants or prospective applicants for new stations: *Merced Sun-Star, Visalia Times-Delta, Watsonville Register, Tulare Advance, Palo Alto Times, Hanford Journal, Ventura County Star, Porterville Recorder.* Mr. Melnicoe also announced that J. E. Burrell, chief engineer of KJBS, San Francisco, and KQW, San Jose, is in charge of the engineering department.

Arkansas' Newest

ARKANSAS' newest radio station, KELD, El Dorado, is now on the air full time with 100 watts on 1370 kc., having been inaugurated last month with ceremonies including an address by Senator Joe T. Robinson. The station personnel consists of F. E. Bolls, manager; Leon Sipes, assistant manager and announcer; Miss Gladys Morgan, program director; T. P. Thompson, commercial; Eddie LeCaptain, operator and Transradio news reporter; Charles Mathis Jr., chief operator.

NBC "On the Hour"

ALL PROGRAMS broadcast over NBC networks have been put on the air 20 seconds earlier since Nov. 1. In the past programs terminated on the hour and the next program began 20 second after the hour. Under the new plan programs begin on the hour and end 20 seconds before the hour. CBS has been operating under this system for a number of years.

Seeks Silent Station

WITH FCC Examiner Seward's report on the proposed removal of the station to Chattanooga still pending, Wilton Harvey Pollard, a broadcast engineer, has applied to the FCC for authority to erect a new 100-watt station on 1200 kc. in Huntsville, Ala., taking over the facilities of WBHS. Station WBHS, licensed to Virgil Evans, who seeks its removal to Chattanooga, has been silent since September, 1934.

WXYZ

NOW THE DETROIT OUTLET FOR NBC BLUE NETWORK

"FROM 20th to 6th PLACE IN SALES RECORDS" . . .

One of our most important accounts just wrote us praising the effective work of WXYZ's merchandising department, whereby consumer sales in Michigan climbed "FROM 20TH PLACE to 6TH PLACE in a state by state sales tabulation" for his products. This outstanding accomplishment proves that WXYZ is BEST BY TEST Write for information about our merchandising department, which successfully gets dealer representation

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
300 MADISON THEATRE BLDG., DETROIT

WM G. RAMBEAU CO., Representatives
HOME OFFICES: Tribune Tower, Chicago

Eastern Office
507 CHANIN BLDG.
New York

Western Office
RUSS BUILDING
San Francisco

GEORGE W. HOOVER, M. S., M. D.

Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements
RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building Washington, D. C.
Telephone DIstrict 1169

Fine Racing Colt Is Prize in Contest By Mars, Chicago

Candy Sponsor to Enter Steed In Big Races Next Year

ONE of the most unusual contest offers ever made on the air—and that takes in a lot of territory—was announced on Oct. 28 over WGN, Chicago, on the *Milky Way Winners* program, sponsored by Mars Inc., Chicago manufacturer of Milky Way candy bars. Mrs. Ethel V. Mars, who owns one of the largest racing establishments in the country, will present a thoroughbred colt to the winner of the contest, which consists of naming the colt.

Each entry must be accompanied by two wrappers from Milky Way candy bars, "or facsimilies of same". The contest will continue for five weeks only, ending Nov. 30, and the winner will be announced before Christmas. The horse will be eligible for racing on Jan. 1, 1936, when he becomes two years old according to the laws that govern racing.

Will Enter Races

BECAUSE of the inability of the ordinary person to maintain and train a race horse, the Milky Way stables will train the animal, feed, stable, transport it, pay jockey fees, and enter it in all of the leading races on the continent for two year olds, at no expense to the owner. Three of the two-year-old races the colt will be entered in are the 1936 Belmont Futurity, worth $50,000, the National Stallion Stakes, valued at $15,000 and the famous Arlington Futurity, valued at $60,000, and as a three year old in the Kentucky Derby.

The horse is a bay colt by Stimulus, out of Be Careful. The sire of the foal is one of the best known stallions on the American turf, whose forebears have won $552,538. When the horse becomes a three year old, it will be turned over to the winner of the contest who may do as he or she pleases with the animal, either race him, or sell him and receive the full purchase price.

If the sales results are as good as present conditions indicate, the program and the contest will be repeated in other parts of the country, either by network or spot campaigns. George Willard Davis, Chicago, is the agency.

PENNY PROMOTION
"True Story" Sends Postal Cards To List of Executives

TO A MAILING list of business executives, *True Story* magazine sent penny post cards promoting its *Court of Human Relations* broadcast on an NBC-WEAF network, Fridays, 9:30 p. m. and on WLW, Cincinnati, at 6:30 Sundays.

The back of a card mailed Nov. 5 announces that *True Story's* weekly drama, the *Court of Human Relations*, presents "Love Hungry". It goes on by explaining that "frustration in his married life is the cause of a young lawyer's predicament when he becomes involved with his secretary and a great scandal ensues. A moral question concerning marriage is offered to listeners of the program." The time and place of broadcasts concludes the message.

KROC Linked to KSTP

WITH Gregory P. Gentling, of Rochester, Minn., as vice president and general manager, KROC, Rochester, Minn., is now operating full time with 100 watts on 1310 kc. in the community made famous by the doctors Mayo. Twenty-two nearby villages and cities participated in its recent dedicatory, in which KSTP, WCCO and WEBC also contributed in a special hookup. KROC is linked regularly with KSTP, whose manager, Stanley Hubbard, is president of the Southern Minnesota Broadcasting Co., KROC licensee.

Calvin T. Lucy

(Continued from page 35)

linquished many of the previous tasks at the station, but now continues to head the executive staff as well as the advertising department of the tobacco company.

From his youth "C. T." has taken part in amateur musical and dramatic presentations, and during the first few years of WRVA's history he could be induced to bring his guitar to the studios and take the role of one of the "Four Deuces", composed of members of the Lucy family whose mandolin and guitar ensemble work met with the favor of the radio audience.

Married and the father of a son and daughter, Mr. Lucy likes the country and outdoor sports, with an occasional hunting or fishing expedition his fondest delight. He is a Legionnaire, 32 degree Mason and Shriner. In NAB affairs, he has served on the Finance, Copyright and Convention committees.

AN EIGHT-PAGE tabloid-size folder exploiting programs of WMAS, Springfield, Mass., has been delivered to 15,000 homes in Springfield and vicinity. It features entertainment offered by the station, including local, Yankee and CBS programs. Another 2,500 of the folders are being sent to advertisers and agencies.

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts

Ask, and you shall receive!

. . . if you do your asking over WKY

● Here is the tableful of letters that turned up in the mail the day after the first of a series of contest announcements was made in a current NBC daytime program.

In three days 3,013 letters had arrived in response to this one program. Since each letter contained a box top of the product advertised, 3,013 actual sales in three days could be traced directly to WKY's influence.

This, however, is just one among many instances of WKY's sales influence in the Oklahoma City Market . . . evidence that no statistics can adequately express, no pie-chart reflect, no map convey . . . evidence which backs up WKY's claim of being the most listened-to, the most written-to, the most resultful station in Oklahoma City.

NBC Affiliate **WKY** Oklahoma City

Affiliated with the Daily Oklahoman, the Times and the Farmer-Stockman

National Representative

E. KATZ SPECIAL ADVERTISING AGENCY

●●●●●●●

SPOTS!

. . . in a steady stream, make a solid line of contact. Imagine! 100 words on this CBS affiliate @ $3. KTUL, only full-time northeastern Oklahoma station. W. C. (Bill) Gillespie, V. P. & Gen'l Mgr.

ON WAAT NEWS

was a feature

4½ Years Ago

News is nothing new as an audience-getting feature on this station. As anciently as 4½ years ago, international, national and local flashes were being flagged over the air-waves of WAAT to all of Northern New Jersey, clean into Metropolitan New York.

Programming of this typical sort has helped make WAAT listened to—in more ways than one, as advertisers can tell you from dollars-and-cents results.

WAAT has no illusions of comparison with the stars of the Very First Magnitude. It does offer itself, however, as a mighty brilliant constellation in the firmament of near-great stations definitely able to do a checkable, productive job.

ACTUALLY—

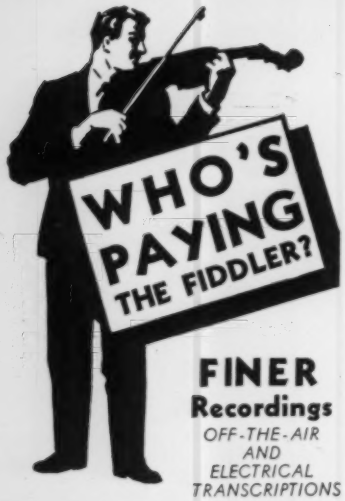
Northern New Jersey is a territory of closely knit, large and small communities approximating 2,225,000 people—for all practical purposes equivalent to the total population of Boston, St. Louis and Pittsburgh, put together. Can you use this market?

The Facts Are Yours On Request.

Write or Call For Them.

940 KC WAAT

JERSEY CITY & SUBURBS



FINER
Recordings
OFF-THE-AIR AND ELECTRICAL TRANSCRIPTIONS

40% LESS COST

Our story is short . . . and sweet. Faithful, living reproduction. *Up to 30 minute program on each side—at 40% less cost.* The famous Dyer Patents. You owe it to yourself and "Gent Treasurer" to hear a specimen or two. Aye—there's proof. In your offices or ours. Write or 'phone.

RADIO AND FILM METHODS CORP.
101 PARK AVE. N.Y. CALedonia 5-7530
NATIONAL PRESS BLDG. WASH., D. C

NBC to Dedicate Hollywood Studios

Southern California Activities Will Then Be Centralized

WITH NBC activities in Southern California to be centralized in Hollywood, new studios in the movie capital are to be dedicated about Dec. 1, according to announcement by Richard C. Patterson Jr., executive vice president of NBC. Both Mr. Patterson and M. H. Aylesworth, NBC president, are to attend the ceremonies, which will be attended by radio, screen, stage and music stars as well as business and political leaders.

Mr. Patterson stated that Hollywood is a "great reservoir of talent for radio and we expect that many more programs of national interest will originate there now that we will have the proper facilities."

The studios are in the building at 5515 Melrose Ave., formerly occupied by the Consolidated Film Industries Studio, destroyed by fire several years ago. They are now fire and earthquake proof, and have been built according to principles followed in Radio City, including new RCA equipment.

Second Structure

BESIDES the main building, with its three studios and offices, a smaller structure has been converted into a studio for auditions. The entire project was designed by O. B. Hanson, NBC chief engineer, and was built under the supervision of Gordon Strang, construction engineer, and E. J. Tyler, installation engineer.

Space for the various NBC departments in Hollywood and Los Angeles has been provided but each department will continue to be responsible to Western Division executives in San Francisco. The main building, two stories high, is 140 x 75 feet, the smaller 72 x 31. The exterior of the main building is white stucco with chromium and black metal trim.

Across the front of the main building on the first floor are eight offices, to be occupied by Don E. Gilman, NBC Western Division vice president, when in Hollywood; studio manager John W. Swallow, and the program department. Four studios are provided two of them seating more than 200 persons and being patterned after Studio 8G in Radio City.

MOVIE AUDITIONS
WMEX Salesmen Carrying Sound Films of Programs

WMEX, Boston, is taking sound movies made of several of its hit programs, with about 10,000 feet of 16 mm. film in all. A portion of the movies are in color.

Salesmen will carry film, projector and portable screen in calling on prospects who ordinarily do not have a chance to visit the studios for auditions, thus bringing the auditions right to the advertiser. The novelty element is expected to aid in securing "movie" auditions. Alfred J. Pote, managing director of WMEX, directed the films, which depict the type of programs available for sponsorship.

WLWL Hearing Ends

ALLOWING WLWL and WOV, New York, until Jan. 1 in which to file briefs, and giving the half-dozen respondents in the case an additional month for the same purpose, the FCC Broadcast Division on Oct. 31 adjourned the hearings based on the application of the Paulist Father station for a sweeping shift in broadcasting station assignments in order to procure for it a full-time status. The hearing was begun originally on June 27 and after two days was deferred until Oct. 24. WLWL, along with WOV, which seeks full time, were listed as applicants. Altogether, some 60 stations were affected in one way or another, in the proposed changes, which definitely involved nine stations on five clear channels.

Broadcast Census For Year to Yield Data on Revenues

Federal Census Will Include Facts From Whole Industry

ENLIGHTENING data on the commercial broadcasting industry will be provided in the 1935 Census of American Business to be conducted starting in January by the Census Bureau, U. S. Department of Commerce. Information on station expenditures, payrolls and operating revenue will be made available when the totals are complete.

Data on census questionnaires will not be made public, only total figures for the industry being divulged by the government. The census will be financed as a Federal Works Project.

The broadcasting questionnaire, as tentatively drafted by the Census Bureau, will ask data on the following: Description of station, name, and license number; location; legal form of organization; power; medium or short wave.

Payroll and employes: Salary of corporation officers; supervisory employes, office and clerical workers; technicians, announcers and others; how much to part-time employes; number of employes each month.

Operating expenditures: Payroll, taxes, commissions to agencies.

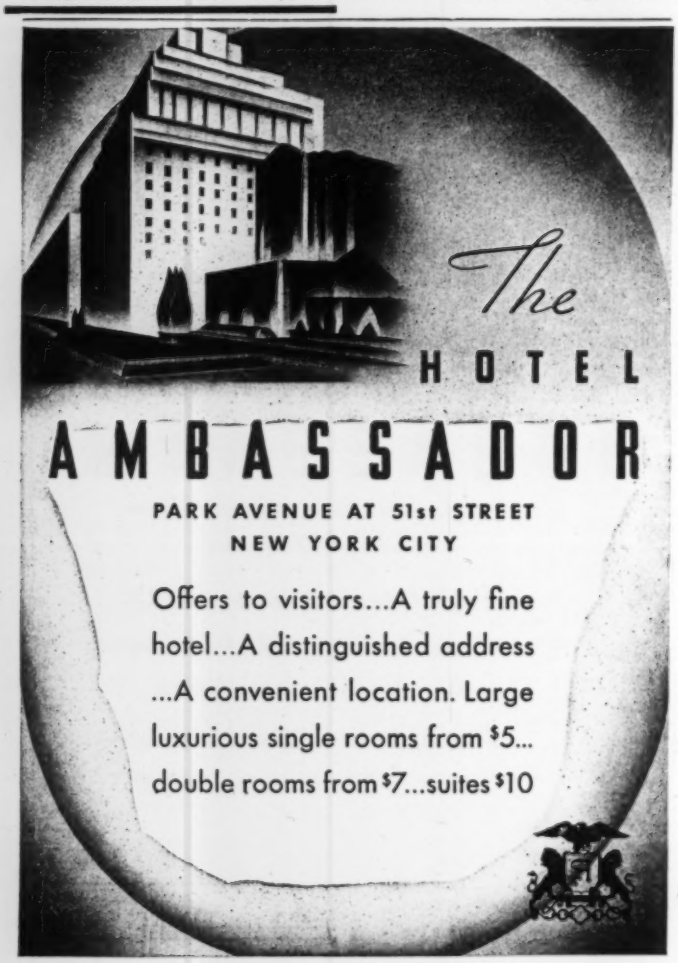
Operating revenue: Gross time sales national network, regional network, national spot (transcriptions, live talent, record and spot announcements); local advertising (also by type of rendition); sale of talent services; other operating revenue.

Roper Asks Cooperation

ASKING cooperation in the business census, Daniel C. Roper, Secretary of Commerce, stated:

"We have consulted a large number of business men and representatives of business organizations in the drafting and revision of our schedules and every effort has been made to simplify the inquiries. We have endeavored to avoid any questions that will annoy or antagonize the business man and have limited the amount of detail, in order that you may have no additional expense in making up your report.

"We ask for the cooperation and assistance of the business men of the United States in this undertaking and assure each of you that your individual report will be held *absolutely confidential.* Only sworn employees of the Bureau of the Census will be permitted to examine your report and no information will be given to any person whether in Government service or private life, which would disclose exactly or approximately, any of the facts or figures in your report. The information will be used for *statistical purposes only.*"


The
HOTEL
AMBASSADOR
PARK AVENUE AT 51st STREET
NEW YORK CITY
Offers to visitors...A truly fine hotel...A distinguished address ...A convenient location. Large luxurious single rooms from $5... double rooms from $7...suites $10

Sell The Southwest with SBS
Twelve Major Stations for Twelve Major Markets!
SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

The Spot for RESULTS
WLBC — MUNCIE — WLBC

Beverage Labeling Of Congoin Allowed

F&DA Sanctions Use in Ruling; Post Office View Unchanged

WHETHER Congoin, the South American herb beverage, can be advertised over the air without involving the broadcasting stations remains problematical, in spite of the fact that the U. S. Food & Drug Administration has disclosed that it may be advertised as a "palatable and refreshing" beverage.

A fraud order against the Congoin Co., alleging that it was using the mails to defraud through its sale and advertising of the yerba mate product, resulted in the cancellation of all of the company's radio advertising. It is estimated that approximately $250,000 has been expended for such advertising during the last two years.

An inquiry at the Post Office Department Nov. 9 brought the information that the Department had not modified its fraud order against Congoin. Moreover, it was said that should any successor company attempt to advertise and market the same product under the same name, it would probably extend the fraud order to cover the new company. Should the product be advertised under another name, with the claims modified so that it will be compared to tea or some other beverage, then there probably will be no action by the Post Office.

Assignees of the Congoin Co., it was learned, have reorganized and established the "Popular Food Products Co., successor to the Congoin Co." Use of this title, and of the name Congoin, apparently would cause the Post Office Department to broaden its fraud order to cover that company and would mean that no mail would be delivered to the new company.

At the Food and Drug Administration, however, it was said that insofar as the laws under which it functions are concerned, Congoin or yerba mate may with propriety be advertised as a palatable and refreshing beverage. It said also that advertising copy of this product may properly cover the romantic features involving its use over many years in South America. No claims for its medicinal value, however, should be made.

The conflict between the two governmental agencies, it was evident, must be cleared up before the Congoin Co., or its successor, can proceed without molestation. The Food & Drug Administration advises that the product may properly be advertised as a beverage, but the Post Office Department indicates it will not permit the sale of Congoin in any way which will allow the company to benefit from its advertising of Congoin as such.

The Food & Drug Administration statement was the first of such a sweeping nature it has ever authorized in connection with a radio advertised product.

MERCHANDISING THE PROGRAM

Audience Should Be Built Up Through Distributors, Direct Mail Convention is Told

RADIO will get the advertiser into the home with what he has to say, but merchandising is necessary to get into the home with what the advertiser has to sell, according to Emmons C. Carlson, district sales promotion manager of the NBC Chicago office, told the Chicago district of the Direct Mail Advertising Association, which met Nov. 6-8 at Chicago.

"There are three groups of people to take into consideration when planning a radio merchandising campaign—viz., the manufacturer's organization—his distributing organization—and the listening public," said Mr. Emmons.

"It is important that the advertiser keep his organization—that is, his employes, stockholders and directors — informed in regard to his radio campaign. House organs, bulletins, letters and folders can be used to decided advantage in playing up the appeal, objective and romance of the radio program. This group of people in turn will tell their friends and before the program goes on the air for the first time, an interested audience will be waiting to hear it. By continuing to keep them informed while the campaign is running, their constant interest will be assured.

Telling Distributors

"A GREAT DEAL of effort should be made to inform the distributing organization, both wholesale and retail, for they are the bridge over which your products must pass to the consumer. Some advertisers have inaugurated a radio campaign just so that they might use it as a tool for securing increased activity on the part of their dealers. Advertisers' salesmen can very easily keep alive the interest of dealers, wholesalers and retailers in the radio campaign by bringing it to their attention when calling on them. Counter cards, window and floor displays, direct-mail campaigns, brochures, booklets and photographs will add much to the effectiveness of any broadcast advertising campaign. Magazines, newspapers, billboards, street-car cards, and trade papers can also play an important part in building up interest before a campaign starts and while it is running.

"The listening audience is all important, for upon its response depends the success of any program. Radio is the one thing that an advertiser gives to the public without a charge of any kind—consequently, it is a goodwill builder. That being the case, it is wise to build the entire advertising campaign around the goodwill producer — RADIO. Direct mail is an important factor in keeping the listening public both interested and satisfied. When offers are made on the air, the names received in respone to them can be used to decided advantage in a direct-mail campaign consisting of folders, booklets and letters. Contests, too, offer a very fertile field for names of people who are interested in an advertiser's products. Letters with which booklets are enclosed can be sent to all who enter contests or send in box tops in order to secure premiums. By sending mail to these names, the actual consumers can be directed to their local dealer. This will help accomplish that most difficult step which separates consumers from an advertiser's products. Everything possible should be done to bring the consumer and dealer together."

GLASS vs. metal tubes in receiving sets will be the chief topic of the Nov. 18 meeting of the Institute of Radio Engineers at Rochester, N. Y.

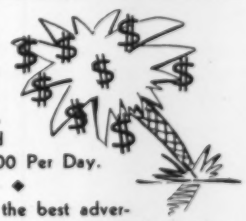
NORFOLK, VIRGINIA

COMPLETE NBC SERVICE

EDWARD PETRY & CO. National Representatives

WTAR

During 1934 Hawaiian Imports From U.S. Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB

HONOLULU, HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

FOR KANSAS CITY COVERAGE

WREN

"A Bird in the Hand"

FEDERAL TELEGRAPH CO.

RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

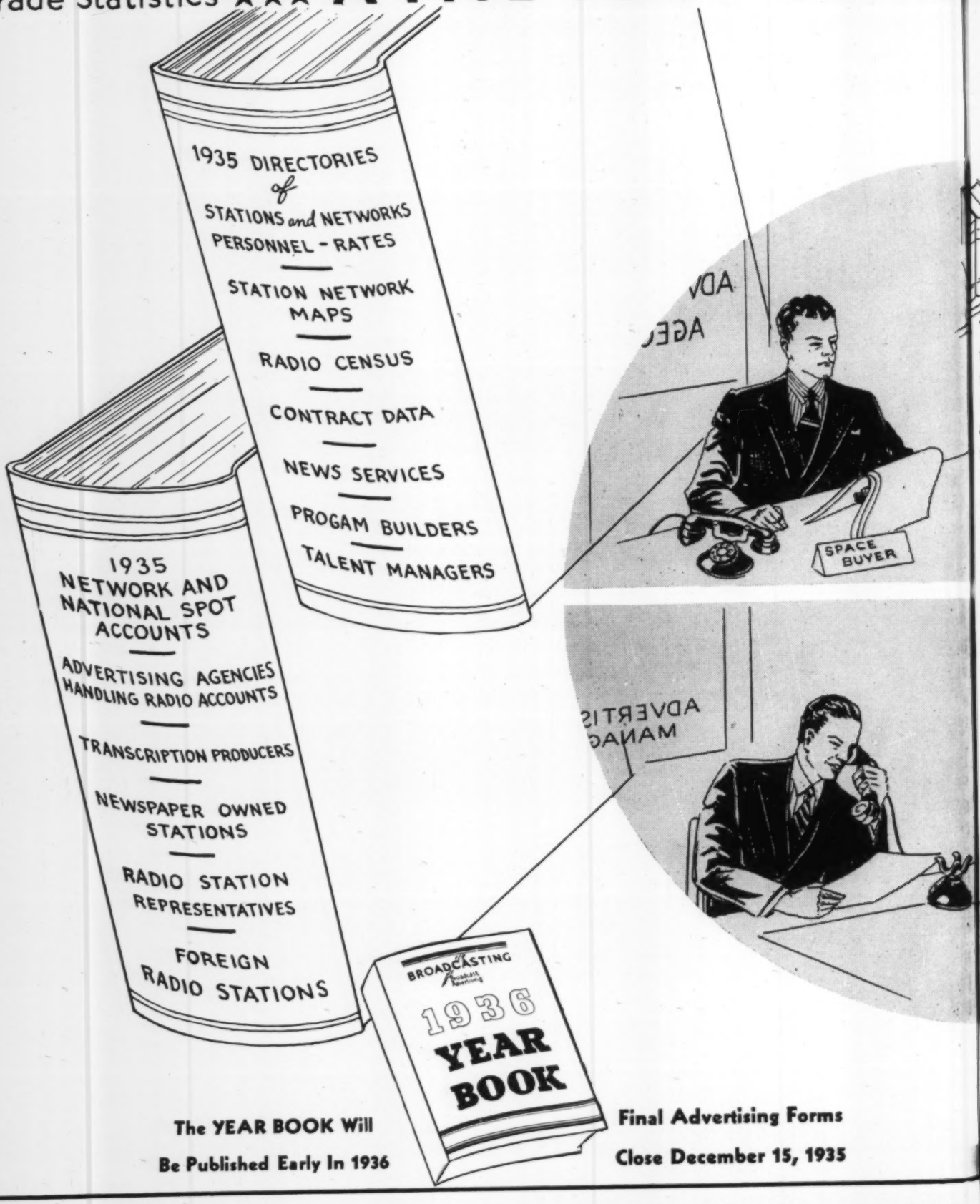
● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

1936 YEAR BOOK ★★★ The Only Complete Compilation of Ra

Trade Statistics ★★★ A FIVE FOOT BOOKSH



The YEAR BOOK Will Be Published Early In 1936

Final Advertising Forms Close December 15, 1935

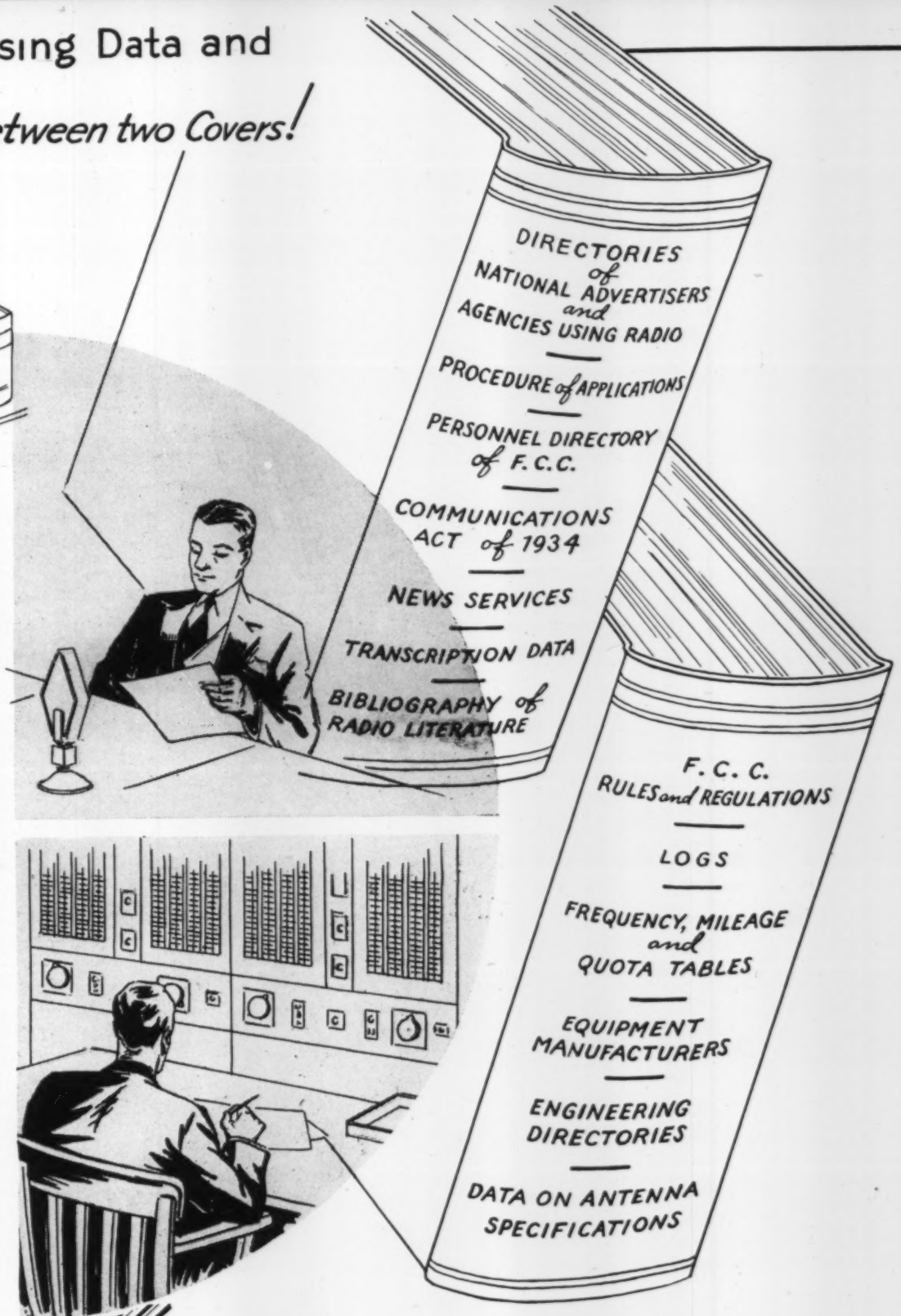
tionf Radio Advertising Data and

KSHELF *between two Covers!*

Thousands of questions, arising daily in the routine of advertising managers, agency executives, station operators, technicians and others identified with broadcasting as a business and art, will be answered in the 1936 YEAR BOOK of broadcasting and broadcast advertising, all indexed and cross-indexed for ready reference.

Your advertising message in this encyclopedia of the business of broadcasting will reach every element in the radio broadcasting industry every day in the year.

MAKE YOUR RESERVATIONS TODAY!



BROADCASTING

combined with Broadcast Advertising

National Press Building... Washington, D.C.

In Cleveland
The Yardstick of
RADIO VALUE
Points to
WHK

FIRST in Listening Preference

WHK, Ohio's oldest radio station is a basic outlet on the Columbia Network. It not only carries all the big CBS programs but leads all Cleveland stations in carrying events of local interest.

SECOND in Power

WHK is second in Cleveland from the standpoint of power—2500 watts, daytime, 1000 watts at night.

SECOND in Preferable Wave Length
(Network Stations)

WHK's power, plus its favorable wave length, and its more favorable position on the dial means larger and more effective coverage for the advertiser.

FIRST in Local Advertising

WHK is Cleveland's most listened-to station, as evidenced by the fact that more local advertising dollars are spent on WHK than any other Cleveland station.

Get the facts before you buy Cleveland. You'll find that WHK reaches more homes per dollar than any other Northern Ohio radio station.

WHK
CLEVELAND

Radio Air Service Corp.
Terminal Tower - - Cleveland, Ohio
H. K. Carpenter, General Mgr.
C. A. McLaughlin, Sales Mgr.
FREE AND SLEININGER, Inc.
National Representatives

Utilities Can Use Radio Effectively

(*Continued from page 14*)

members of the group at the same time.

If the listener enjoys the program, it is quite probable that he will tune in on it a second time. Thus a listening habit will be set up. The listener will come to feel that he has a definite appointment with the advertiser each week.

This brings us to the fourth characteristic of broadcasting of importance to the advertiser; the fact that it exists in time. Now time is less elastic than space, and also more inescapable. You can save the printed page until later—an advantage for the printed page. But you also can flit over it quickly—a disadvantage. But you cannot escape time. You must either listen until the announcement is done, or you must turn to another program or turn off your radio. If the announcement is given in an informal, friendly and tasteful fashion you will probably keep it on and will unconsciously remember something of it. Radio copy is relatively inescapable.

Radio Merchandising

THIS BRINGS me to a final advantage of radio advertising, and one of particular importance in the development of new public utility business. This is the success with which radio advertising can be merchandised. Merchandising means the coordination of radio advertising and other promotional efforts for two basic purposes: (1) As means of calling attention of listeners and dealers to the program, and (2) as a means of using the radio program as a means of further contact with the prospective customer, preferably by getting him to visit the retail establishments where the sponsor's product is sold.

Devices open to the radio advertiser for calling listeners' attention to the program are direct mail including such means as notices inserted with bills and statements; newspaper, car-card and billboard advertising; dealer displays and personal appearances of the program talent in theaters, at special meetings and similar affairs.

Direct mail, talent appearances at sales conventions and district meetings, and the use of the radio programs as a portion of the sales presentation to the dealer, (even carried to the point of recording programs and reproducing them for the dealer by means of a portable talking machine) are among the means which can be used to win dealer interest in the radio program, and, in this way, to stir dealer enthusiasm in the product. Research has shown dealer reaction to be particularly enthusiastic with regard to radio. Its personal appeal, entertainment aspect and its inherent drama lend it color and zest which appeals to the dealer. The word-of-mouth reaction from customers serves to indicate to him that radio advertising produces definite sales results.

Sales Follow-ups

THE INHERENT drama of radio also makes it particularly easy to coordinate it with point-of-purchase advertising. The talent appearing on a program, the personification of the company in the broadcasting period, and similar distinctive features regarding the sponsor's presentation, can be tied in with window and store display with especial effectiveness. The use of contests, and even more of special offers of merchandise or attractive souvenirs to be secured by a visit to dealers, is an important means of bringing the listener into the advertiser's retail outlets. These contests and offers can be made much more personal and attractive by recourse to the human voice than they can in cold print.

By devices such as these, the radio advertiser can add to his audience and secure a sales follow-up extending to the point of ultimate purchase to a degree hardly equalled in the case of any other medium.

Let us summarize quickly my own reactions in this respect.

1. Radio is an especially valuable medium for public utilities because its audience constitutes one of the most logical markets for utility service.

2. The drama, personal appeal, and educational aspects of radio make it ideally suited for carrying out the two-fold task of public utility advertising for new business; the dramatization of electricity and gas and their service, and the education of consumers as to their specific usefulness.

3. The entertainment aspect of broadcasting and the favorable and appreciative attitude in which the average listener approaches radio make it a good will medium par excellence.

4. The ease and efficacy with which radio advertising can be merchandised to dealers and consumers create particularly important possibilities for following up the radio effort in such a fashion as to bring the listener into the public utility company's own display rooms or into the dealers' stores.

In an Expert's Hands

WE NOW COME to the final question: How can radio advertising be planned most effectively? May I make several brief observations in this field. The first of these is that you place your radio advertising in the hands of an expert. Second, view your radio advertising as but one phase of your en-

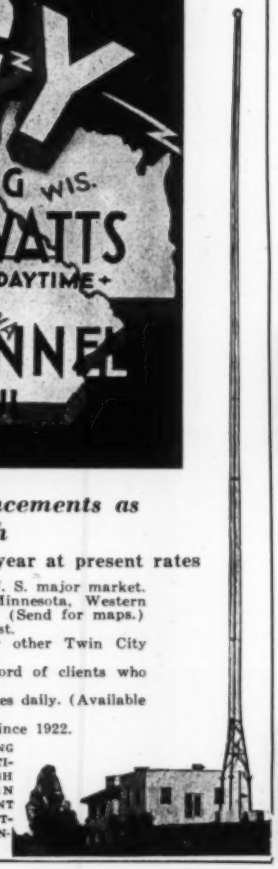
One hundred word announcements as low as $2.03 each

Contracts acceptable for a period of one year at present rates

Lowest time rate for equal wattage in *any* U. S. major market.
Mail returns show complete coverage in Minnesota, Western Wisconsin, Northern Iowa, Eastern Dakotas. (Send for maps.)
Our signal strength second in the Northwest.
We carry more local advertising than any other Twin City Station.
No other Twin City Station equals our record of clients who have broadcast continuously.
International News Service broadcast five times daily. (Available for sponsorship.)
Owned and operated by same management since 1922.

WDGY
Minneapolis and St. Paul

NEW SELF-SUPPORTING TRUSCON STEEL VERTICAL RADIATOR. HIGH FIDELITY WESTERN ELECTRIC EQUIPMENT THROUGHOUT. WESTERN ELECTRIC TURNTABLES.



PAYROLLS UP 110%

FACTORY payrolls in Wisconsin are 22% higher than a year ago and 110% above the '32 low-point. That increase will buy a lot more of what you sell—if you use the one station that covers the Milwaukee-Wisconsin market thoroughly—

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

tire sales and promotional campaign. Be certain to coordinate it with your other advertising, dealer promotion and display, and with the efforts of your salesmen. Third, select the time of broadcasting and the program to be used in terms of the audience which you wish most to reach. Each hour of the day is valuable as a means of reaching some particular audience. The question is whether you wish to reach the housewife, the husband, the children, or all members of the family. A second problem is as to whether you wish merely to secure their good will, or whether you desire to call attention to the uses of electricity or gas more specifically.

With regard to programs, I know of few fields that possess so many program ideas which are ideally adapted to radio advertising as seem to exist in the public utility field. Let me suggest a few of these which occur to me.

Building Good Will

THE ENTERTAINMENT program, designed to build good will and to do a certain amount of basic, general education regarding the importance of the product, is always a possibility. This is especially true where the brand name does not require a particular emphasis, a situation existing in the public utilities field. The Ford and General Motors Sunday evening hours, and the Carborundum Co.'s program featuring band music and highly interesting talks on the uses of carborundum, are excellent examples of this type of program, which is equally applicable to the public utilities field.

The copy themes possible in a general institutional program are tremendously varied. Electricity is almost as dramatic as is radio itself. A program series describing and illustrating recent electrical developments and their practical applications should possess considerable appeal and selling value. The use of electricity in medicine, war, crime prevention and similar fields, and the applications of inventions such as the photoelectric cell are intensely interesting.

Other aspects of electricity and public utility service likewise are capable of dramatization. An interesting children's program — interesting to both children and parents and acceptable to both—could be developed by a dramatization of the story of electricity or the story of light.

Educational programs open to public utility sponsorship are numerous and varied. The Puget Sound Power and Light Co. has utilized a farm program to call the attention to the uses of electricity in the farmer's work and has coordinated their broadcasting with the efforts of the company's agricultural department. There is no reason why a similar program might not be developed for industrial users. The success of Remington-Rand in selling office, accounting and other business machinery by radio is an indication that this general type of selling can be done.

One gas company sponsored a series of programs designed to show the uses of gas, devoting several of the series to such a prosaic item as hot water. Lighting for the office and home is a subject possessing interesting program potentialities and splendid merchandising possibilities. The entire field of home-making and home management also contains numerous program possibilities. It should be quite easy to capitalize upon the present interest in housing, and combine practical suggestions with the news value of new developments and inventions in a program featuring The Electric House. The orthodox program types, such as cooking schools and the like, also are deserving of most careful consideration.

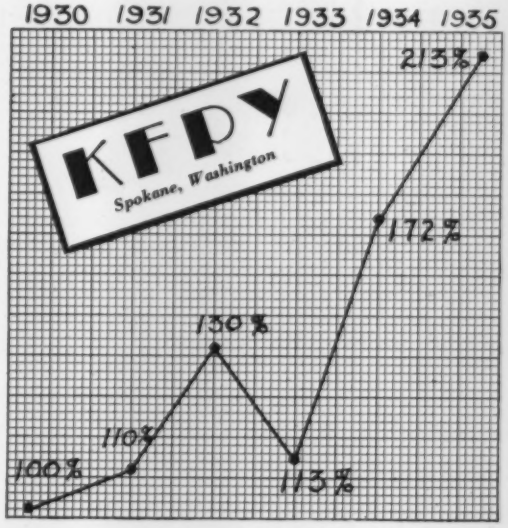
Fourth, merchandise your programs well. Inserts regarding the program mailed with your bills and statements present excellent opportunities for building a hand-picked audience. Coordination of your radio advertising with your display rooms, travelling displays —if you employ them—with the work of your salesmen, or with the appliance dealers in your territory is highly desirable.

Fifth, select your stations with care. Power is but one criterion of station value. Coverage, the resultant of power, frequency assignment and the noise level to be overcome, is another important consideration. It determines whether or not the station can be heard satisfactorily and regularly. Available information regarding the station's audience should be scrutinized carefully; and your principal concern should always be with potential audience. Past that, the audience achieved by your program is largely your own responsibility.

Sixth and finally, do not judge success or failure by the ability of your program to secure a large portion of the total listeners.

Going Strong

ON 890 KILOCYCLES. GLIMPSE THIS:

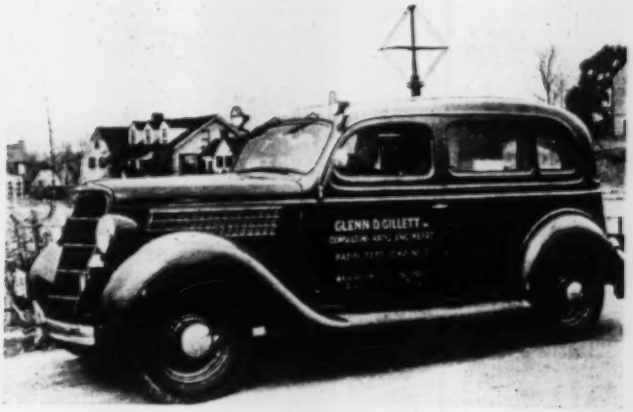


REMEMBER ALSO that over 90% of KFPY local advertisers have renewed during 1935. Take a tip from these local advertisers. You can't fool 'em!

REPRESENTATIVES
J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO
WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES, and 601 Russ Bldg., SAN FRANCISCO

"There Is No Substitute for Experience"

1922



1935

GLENN D. GILLETT, INC.
CONSULTING RADIO ENGINEER

National Press Bldg.
Phone NAtional 3405
WASHINGTON, D. C.

Phone Englewood 3-3664
ENGLEWOOD, N. J.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

WHAM, Rochester, N. Y.

American Radiator Corp., New York (heating), 5 weekly *t*, thru Marschalk & Pratt Inc., N. Y.
American Molasses Co., New York (Grandma's molasses), 3 weekly *sp*, thru Charles W. Hoyt Co., N. Y.
General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
John Lucas & Co. Inc., Philadelphia (paint), 3 weekly *sp*, thru McKee & Albright Inc., Philadelphia.
Sterling Products Inc., New York (Phillips cosmetics), 5 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.
Tide Water Oil Co., New York, 3 weekly *t*, thru Russel C. Comer Adv. Agency, Kansas City.
John H. Woodbury Co., Cincinnati (cosmetics), 3 weekly *t*, thru Lennen & Mitchell Inc., N. Y.

WGN, Chicago

American Bird Products Inc., Chicago (bird seed), 30 *sp*, thru Weston-Barnett Inc., Chicago.
Colgate - Palmolive - Peet Co., Jersey City, N. J. (Supersuds), 65 *sp*, thru Benton & Bowles Inc., New York.
Dean Milk Co., Chicago (Vitamin D milk), 156 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Bailen Inc., Chicago (canned lobster), 156 *sa*, thru Charles Silver & Co., Chicago.
Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 156 *t*, thru Wade Adv. Agency, Chicago.
A. S. Boyle Co., Cincinnati (Samoline polish), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
42d Street Sales Co., Chicago (cosmetics), 52 *sp*, thru Beaumont & Hohman Inc., Chicago.
Modern Foods, Chicago (canned meat), 312 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
W. A. Schaeffer Pen Co., Fort Madison, Ia. (fountain pens), 312 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Affiliated Products Inc., Chicago (Edna Wallace Hopper cosmetics, Jocur waveset), 260 *sp* and 52 *t*, thru Blackett - Sample - Hummert Inc., Chicago.

KGO, San Francisco

Phillips Milling Co., San Francisco (flour), weekly *t*, thru Emil Brisacher & Staff, San Francisco.
Mountain Copper Co., San Francisco (fruit spray), 6 weekly *sa*, placed direct.
Chrysler Sales Corp., Detroit (Dodge autos), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Utica Knitting Co., Utica, N. Y. (underwear), 3 weekly *ta*, thru John Thomas Miller, N. Y.
Greenbaum, Weil & Michels, San Francisco (Crown Middy pajamas), weekly *sa*, thru Emil Brisacher & Staff, San Francisco.

KDYL, Salt Lake City

Wheatena Co., Rahway, N. J. (cereal), 3 weekly *t*, thru McKee & Albright Inc., Philadelphia.
M. Hohner Inc., New York (harmonicas), weekly *t*, thru Atheron & Currier Inc., N. Y.
ITS Co., Elyria, O. (rubber heels), 2 weekly *sa*, thru Carr Liggett Inc., Cleveland.
Knox Co., Kansas City (Systex), 26 *t*, thru Dillon & Kirk, Kansas City.
Pinex Co., Fort Wayne, Ind. (cold remedy), 2 daily *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

WHK, Cleveland

Dodge Brothers Corp., Detroit, 4 *sa*, 20 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Chrysler Corp., New York, *sp* as ordered, thru Ruthrauff & Ryan Inc., N. Y.
Studebaker Sales Corp., South Bend, Ind., 3 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Atlantic Refining Co., Philadelphia (White Flash products), 13 *sa*, thru N. W. Ayer & Son Inc., Philadelphia.
H. J. Heinz Co., Pittsburgh, 5 weekly *sa*, thru Maxon Inc., Detroit.
Socony - Vacuum Oil Co., New York 5 daily *sa*, thru J. Sterling Getchell Inc., N. Y.
Nu-Enamel Cleveland (paint), 99 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Julian & Kokenge Co., Columbus, O. (Footsaver shoes), 3 weekly *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.
Willard Storage Battery Co., Cleveland, 3 daily *sa*, thru Meldrum & Fewsmith Inc., Cleveland.

KFRO, Longview, Tex.

American Stove Co., Cleveland (Magic Chef), 104 *sa*, thru local distrib.
Sherwin - Williams Co., Cleveland (paint), 26 *sa*, thru local distrib.
Socony-Vacuum Oil Co., New York (Mobiloil), 312 *sa*, thru local distrib.
B. F. Goodrich Rubber Co., Akron (tires), 128 *sa*, thru local distrib.
Goodyear Tire & Rubber Co., Akron (tires), 154 *sp*, thru local distrib.
Coleman Lamp & Stove Co., Wichita, Kan. (house appliances), 312 *ta*, thru local distrib.
Central Shoe Co., St. Louis (Robin Hood shoes), 26 *t*, thru Jimm Daugherty Inc., St. Louis.

WHIO, Dayton

Foster-Milburn Co., Buffalo (Doan's pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Bay State Fishing Co., Boston (40 Fathom fish), weekly *t*, thru Street & Finney Inc., N. Y.
Texas Co., New York, 15 *sa*, thru Hanff-Metzger Inc., N. Y.
Standard Oil Co. of Ohio, Cleveland, 15 *sa*, thru McCann-Erickson Inc., Cleveland.
Plymouth Motor Corp., New York (autos), 26 *sa*, *ta*, thru J. Stirling Getchell Inc., N. Y.

WGY, Schenectady

Ontario Biscuit Co., Buffalo (Club biscuits), *sa* 52 weeks, thru McKee & Albright Inc., Philadelphia.
M. J. Breitenbach Co., New York (Gude's Pepto Mangan), 18 *sa*, thru Brooke, Smith & French Inc., N. Y.
Reid, Murdoch & Co., Chicago (Monarch food), 300 *sa*, thru Philip O. Palmer & Co. Inc., Chicago.
Mantle Lamp Co. of America, Chicago (Aladdin lamps), 13 *t*, thru Presba, Fellers & Presba Inc., Chicago.

WOC, Davenport, Ia.

Excelsior Springs C. of C., Excelsior Springs, Mo., daily *sa*, thru Ferry-Hanly Co., Kansas City.
Massachusetts Mutual Life Insurance Co., Springfield, Mass., weekly *t*, thru R. J. Potts & Co., Kansas City.
Carlsbad Crystal Sales Co., New York (proprietary), 6 weekly *t*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.

WNAX, Yankton, S. D.

A. C. Legg Packing Co., Birmingham (sausage seasoning), 13 *sa*, thru Silver & Douce Inc., Birmingham.
Johnson Motor Co., Waukegan, Ill. (ABC washers), 3 weekly *sp*, thru Lamport - Fox & Co., South Bend, Ind.
Uncle Sam Breakfast Food Co., Omaha, Neb. (Vanilla Sweeties), 52 *sa*, thru Bozell & Jacobs Inc., Omaha.

WBT, Charlotte, N. C.

Gardner Nursery Co., Osage, Ia., 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Drug Trade Products, Chicago (Peruna, Calonite), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
M. J. Breitenbach Co., New York (Gude's Pepto Mangan), 2 weekly *sa*, thru Brooke, Smith & French Inc., N. Y.

WIP, Philadelphia

Koppers Coke Co., Philadelphia, 5 weekly *sp*, thru N. W. Ayer & Son Inc., Philadelphia.

KYA, San Francisco

Piso Co., Warren, Pa., (proprietary), 6 weekly *ta*, thru Aitkin-Kynett Co., Philadelphia.

From Life

"You're way too loud, Bishop!"

WLS, Chicago

G. E. Conkey Co., Cleveland (poultry food), 26 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
McConnon & Co., Winona, Minn. (household products), 3 weekly *sa*, thru McCord Co. Inc., Minneapolis.
Chappel Bros. Inc., Rockford, Ill. (Ken-L-Ration), 2 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
United Drug Co., Boston (Rexall drug products), 5 *t*, thru Spot Broadcasting Inc., N. Y.
Railway Express Agency Inc., New York, 13 *t*, thru Caples Co., N. Y.
Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Geppert Studios, Des Moines (photo finishing), 13 *sp*, thru Lessing Adv. Co. Inc., Des Moines.
Drug Trade Products, Chicago (Peruna), 312 *sp*, thru Benson & Dall Inc., Chicago.
Mantle Lamp Co., Chicago (Aladdin lamps), 20 *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Foley & Co., Chicago (Foley's Honey and Tar), 156 *sp*, thru Lauesen & Salomon Adv. Agency, Chicago.
Willard Tablet Co., Chicago (proprietary), 3 weekly *sp*, thru First United Broadcasters Inc., Chicago.
Olds Motor Works, Detroit (automobiles), 13 *t*, thru D. P. Brother & Associates, Detroit.
Wertheimer Cattle Co., St. Paul, Minn. (cattle sale), 9 *sa*, direct.
Standard Milling Co., New York (Ceresota flour), 106 *sa*, thru Benton & Bowles Inc., N. Y.
Mentho-Kreamo Co., Clinton, Ill. (proprietary), 156 *sa*, thru Beaumont & Hohman Inc., Chicago.
Utica Knitting Co., Utica, N. Y. (underwear), 26 *sa*, thru John Thomas Miller, N. Y.
Texas Co., New York (gasoline), 12 *sa*, thru Hanff-Metzger Inc., N. Y.
Illinois Bottled Gas Co., Chicago (Dri-Gas), 54 *sa*, thru Wade Adv. Agency, Chicago.
Olson Rug Co., Chicago (rugs), 6 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Pennsylvania Salt Mfg. Co., Chicago (Old Hickory Smoked Salt), 13 *sp*, thru L. W. Ramsey Co., Chicago.
Union Pacific System, Chicago (transportation), 21 *sa*, thru Caples Co., Chicago.
Ingwerson-Mosier-Ingwerson, Chicago (livestock sale), 3 *sa*, direct.

WMAS, Springfield, Mass.

Penick & Ford Ltd. Inc., New York (Brer Rabbit syrup), 4 daily *ta*, thru J. Walter Thompson Co., N. Y.
Colgate - Palmolive - Peet Co., Jersey City (Kwik-Solv), 3 weekly *t*, thru Benton & Bowles Inc., N. Y.
Roxy Custom Clothes Corp., New York, 2 daily *sa*, thru Peck Adv. Agency Inc., N. Y.
Ironized Yeast Co., Atlanta (proprietary), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Studebaker Corp., South Bend, Ind. (autos), 4 weekly *t*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Koppers Gas & Coke Co., New Haven, daily *sa*, thru Arthur H. Kudner Inc., N. Y.

WFAA-WBAP, Dallas, Ft. Worth

Chamberlin Laboratories, Des Moines (cosmetics), 7 weekly *ta*, thru Coolidge Adv. Co., Des Moines.
Dorothy Perkins Co., St. Louis, (cosmetics), 6 weekly *sa*, thru Ridgway Co., St. Louis.
RCA Mfg. Co., Camden, N. J. (radio tubes), 3 weekly *sa*, thru Lord & Thomas, N. Y.
Lehn & Fink Inc., New York (Hinds cosmetics), 3 weekly *sp*, thru Kenyon & Eckhardt Inc., N. Y.
Bunte Bros., Chicago (candy), 3 weekly *sa*, thru Fred A. Robbins Inc., Chicago.

KGEZ, Kalispell, Mont.

Dexter Washing Machine Co., Fairfield, Ia., daily *sp*, direct.
Texas Co., New York (Texaco), daily *sp*, thru Hanff-Metzger Inc., N. Y.

NEW PRESIDENTIAL MIKES

Portable and Fixed Stands Being Built by CBS — As Old Ones Are Found Inadequate

TWO NEW microphone stands, one to replace the present arrangement which has been in service for two years, and the second a portable stand, designed for rear-end train broadcasting, are being built for President Roosevelt by CBS, and will be delivered before Thanksgiving, Nov. 28. The stands, to accommodate four mikes each, are being built in the Washington shop of CBS under the direction of that network's engineers.

With a record radio political campaigning year in prospect, it is expected that the portable mike stand will be carried with the President wherever he goes. When President Roosevelt makes his address in Atlanta Nov. 29, he will have the stand with him. Both stands are designed to provide maximum comfort for the President while speaking.

Unlike the present stand, which has "hidden" microphones, the new stands will have the mikes right out front. President Hoover was opposed to exposed microphones, and the present stand has attachments out of sight.

Ready to Retire

THE OLD STAND, also built by CBS, is considered too heavy and cumbersome, and after suffering the rigors of more than 100 microphone appearances by the President, is about ready for retirement.

It was pointed out that during the President's recent trip to the Pacific Coast, considerable difficulty was experienced in broadcasting from the rear platform of the train. Since there was no special reading desk arrangement upon which the President could place his manuscript, attendants either held up the microphones from the ground or strapped them to the railing of the platform with adhesive tape.

Raymond Clapper, columnist of the *Washington Post*, who was a member of the newspaper contingent which accompanied the President on his trip to the Coast, described some of the radio experiences of the President.

"It is especially necessary to be able to detach the mikes quickly because of Mr. Roosevelt's technique when campaigning from the train," Mr. Clapper wrote in his Nov. 12 column. "The train stops and a large crowd has been assembled. Usually a loudspeaker has been rigged with portable microphone so that the entire crowd can hear.

"Mr. Roosevelt's method, where no set speech is scheduled, is to wait inside almost until time for the train to leave, and then appear for a moment to wave and say a few words of greeting to the crowd. The signal to start the train is given as soon as the President finishes his greeting.

"That makes a more dramatic getaway and eliminates the awkward pauses which always embarrassed Mr. Hoover. Having smiled and said it was a nice day and he was glad to see everyone out, Mr. Hoover, while waiting for the train crew to finish watering the engine, would stand there and stare at the crowd and the crowd would stare at him. There would be either dead silence or someone would yell, 'Hello Herbie', which was about as bad."

APPLICATION of the Continental Radio Co., owned by Scripps-Howard Newspapers, for voluntary assignment of the license of WNOX, Knoxville, Tenn., to it was designated for hearing by the Broadcast Division of the FCC on Nov. 12. The station was purchased recently for around $75,000.

KRNT, Des Moines

McConnon & Co., Winona, Minn. (proprietary), 9 *sa*, thru McCord Co., Minneapolis.
Schulze Baking Co., Kansas City (Dolly Madison products), 6 weekly *sp*, thru R. J. Potts & Co., Kansas City.
Sterling Casualty Insurance Co., Chicago, 5 weekly *sp*, thru Radio Brdcstg. Inc., Chicago.
Union Pacific System, Omaha (railway), 12 *sa*, thru Caples Co., Chicago.
United States Rubber Co., New York, 13 *sa*, thru Campbell-Ewald Co. of N. Y.
Winston & Newell Co., Minneapolis (University food), 2 weekly *sp*, thru McCord Co., Minneapolis.

WBBM, Chicago

Drug Trade Products, Chicago (proprietaries), 7 weekly *sp*, thru Benson & Dall Inc., Chicago.
Studebaker Sales Corp., Chicago (automobiles), 3 weekly *sp*, thru Schimmer & Scott, Chicago.
Hinckley & Schmitt Inc., Chicago (Corinnis spring water), 26 *sp*, thru Stack-Goble Adv. Agency, Chicago.
Wylers Co., Chicago (bouillon cubes), 3 weekly *sp*, thru Neisser-Myerhoff Inc., Chicago.

KRE, Berkeley, Cal.

Philco Radio & Television Corp. of California, San Francisco (radios), 6 weekly *sa*, direct.
Alco Laboratories, Oakland, Cal. (liquor cure), 6 weekly *t*, thru Allied Adv. Agency, Los Angeles.

UNITED MOTORS SERVICE Inc., Detroit (Delco radios), on Nov. 1, started for 26 weeks *Delco Quarter Hour*, transcribed musical program, in a test campaign, on a hookup of KJBS, San Francisco, and KQW, San Jose, three days weekly.

WSOC

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC
Charlotte, N. C.

Do you buy "1935 Air Space" with "1934 Buying Habits?"

You owe it to yourself to get the facts and compare before you buy radio time in Iowa. That's the reason we prepared this book. It answers ten important questions about The Iowa Network, radio stations of *The Des Moines Register* and *Tribune*. You'll readily see why things have changed in Iowa. If you haven't a copy, write for yours today—or call John Blair & Co., New York, Detroit, Chicago and San Francisco.

IOWA NETWORK PRIMER
THE IOWA NETWORK • KSO • KRNT • WMT
10 IMPORTANT QUESTIONS ANSWERED ABOUT THE IOWA NETWORK . . . IN HANDY FILE FOLDER

THE IOWA NETWORK

KRNT CBS BASIC Des Moines — WMT NBC BASIC BLUE Cedar Rapids-Waterloo — KSO NBC BASIC BLUE Des Moines

HOW DO WE GET THAT WAY?

IT'S ALL DONE WITH MIRRORS — BROADCASTING REFLECTS EVERY ITEM OF INTEREST TO BROADCASTERS!

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1936 YEARBOOK Edition. Check is enclosed.

Name _____

Address _____

City _____

State _____

Firm Name _____

Your Position _____

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

Announcement

It is with pleasure that WHIO announces appointment of the Sawyer - Ferguson - Walker Company as its national representative. Association with *The Dayton Daily News*, and the *Springfield News* and *Sun*, has given Sawyer - Ferguson - Walker Company a complete knowledge of the WHIO market. Intelligent and rapid handling of requests for program schedules, merchandising plans and market data is possible under this new arrangement. Sawyer - Ferguson - Walker Company offices are located in the Palmolive Building, Chicago; New Center Building, Detroit; and the Daily News Building, New York City. Your requests will receive prompt and courteous attention.

39 S. LUDLOW · DAYTON, O.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

G. KRUEGER BREWING Co., Newark (beer) on Nov. 9 started *Krueger Musical Toast* on 26 CBS stations, Saturdays, 8:30-9 p. m. Agency: Biow Co. Inc., N. Y.

ILLINOIS CENTRAL SYSTEM, Chicago (transportation), on Nov. 17 starts musical program *Headin' South* on 5 Midwestern NBC stations, Sundays, 2-2:30 p. m. (CST) with repeat at 4:30. Agency: The Caples Co., Chicago.

Renewal Contracts

CARNATION Co., Milwaukee (canned milk) renews *Carnation Contented Program* on 43 NBC-WEAF stations. Agency: Erwin, Wasey & Co. Ltd., Chicago.

CALIFORNIA BREWING Co., San Francisco (Acme Beer) on Dec. 6, renews for 13 weeks, in *Woman's Magazine of the Air*, on 9 NBC-KPO stations, Fridays, 3:45-4 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

HASTINGS CLOTHING Co., San Francisco (clothing), on Nov. 3, renewed for 9 weeks, in *Musical Esquires*, on NBC-KPO, Sundays, 10:45-11 a. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

CRUSADERS, Chicago (political) on Nov. 4 renewed *The Crusaders* on 3 MBS stations plus WGAR, WIND, Mondays, 7:45-8 p. m. Agency: Marschalk & Pratt Inc., N. Y.

Network Changes

AMERICAN TOBACCO Co. on Nov. 9 changed *Your Hit Parade* program on NBC-WEAF network to Al Goodman orchestra, Loretta Lee, Willie Morris, Stuart Allen, Frim Sisters, Rhythm Kings.

AMERICAN CAN Co., on Oct. 29 added 8 Pacific stations to NBC-WEAF network.

Endows Music Museum

BELIEVING that modern American music will become increasingly allied with electricity, Paul Whiteman, orchestra leader, has endowed the first museum of modern American music, to be established at Williams College, Williamstown, Mass. Whiteman has turned over to the college a collection of scripts, arrangements, orchestrations, records and instruments typical of the development of American music. The museum is to be of access without charge to every qualified person interested in American music. Included in the collection are many of the Whiteman orchestrations used on the Kraft-Phenix Cheese Co. broadcasts on NBC. The Williams College board of trustees recently voted acceptance of the gift.

WHO Rebroadcasts

WHO, Des Moines, is providing Geo. A. Hormel & Co., Austin, Minn. (canned foods), with regional promotion by rebroadcasting the *Hormel Chili Con Carne Studio Party* from WCCO, Minneapolis. WHO for some time has been exchanging rebroadcasts with WOC, Davenport, Ia., the Omaha Flour Mills Co. program, *Mother Randall's Open House, Crescent Hour of Music* and daily baseball games being among the programs picked up by WOC from an outlying receiver, piped to the studios, and rebroadcast.

FIDELITY DISPLAY

WHIO Conceives Plan to Show Faithful Reception

WHIO, Dayton, recently presented a novel broadcast which has been copyrighted and will be offered Philco dealers in each city where there is a station with high-fidelity equipment. The original program was arranged primarily to show the difference in the quality of the loud speakers in the smaller sets and those with high fidelity.

An explanation of the term "high fidelity" was made over the air, then the listener was asked to check his set as to the quality of the reception of tone given out by the station's beat-frequency oscillator. The lowest tone audible to radio receivers, 30 cycles, was broadcast as the first test and then tones up to 10,000 cycles were presented with the proper explanation as to the notes they corresponded to on the piano.

If they were received on the listener's set distorted he was asked to send his name to the station. At a Philco dealers meeting two sets were placed on the stage for the demonstration.

The program was conceived by an announcer, worked out by Chief Engineer R. H. Lingle Jr., sponsored by Wurlitzer Music Co., to plug Philcos, and lasted 15 minutes. Philco picked up the idea and plans to use it in their meetings throughout the country where ever a station is available for the test.

A Potential Circulation of

807,302 RADIO HOMES in America's Fastest Growing Market.

-WFAA- Dallas

-WBAP- Ft. Worth

Edw. Petry & Co. Nat'l Rep.

ST. LOUIS POST-DISPATCH

THE MILWAUKEE JOURNAL

THE KANSAS CITY STAR.

The Courier-Journal.

Pittsburgh Sun-Telegraph

The Des Moines Register

The Detroit News

BROADCASTING

combined with Broadcast Advertising

Published Semi-Monthly

WASHINGTON, D. C.

$3.00 the Year
15c the Copy

Canada and Foreign $4.00 the Year

And the Newspapers, too

. . . for their radio subsidiaries (wholly-owned or stock affiliates) have accepted BROADCASTING as the primary medium for carrying their radio sales and institutional messages to radio advertisers and their agencies.

These are the newspaper-owned or affiliated stations which have advertised in BROADCASTING during 1935 — most of them being under contract for periodical insertions:

WBAL	Baltimore News Post and American	WOKO	Albany Knickerbocker Press and Evening News
WBAP	Ft. Worth Star Telegram	WSMK	Dayton Herald and Journal
WBEN	Buffalo Evening News	WTAR	Norfolk Ledger Dispatch and Virginian Pilot
WCAE	Pittsburgh Sun Telegraph	WTCN	Minneapolis Tribune, St. Paul Dispatch-Pioneer Press
WDAF	Kansas City Star	WTMJ	Milwaukee Journal
WDAY	Fargo Forum	WWJ	Detroit News
WEBC	Superior (Wisc.) Telegram	WWNC	Asheville Citizen and Times
WFAA	Dallas News and Journal	KEHE	Los Angeles Examiner and Herald Express
WFBC	Greenville News and Piedmont	KEX	Portland Oregonian
WHAS	Louisville Courier Journal	KGKO	Wichita Falls, Ft. Worth Star-Telegram
WHIO	Dayton Daily News	KGNC	Amarillo Globe-News
WHK	Cleveland Plain Dealer	KLZ	Denver, Oklahoma Daily Oklahoman and Times
WINS	New York American and Journal	KRLD	Dallas Times-Herald
WIOD	Miami Daily News	KRNT	Des Moines Register and Tribune
WISN	Milwaukee Wisconsin News	KSD	St. Louis Post Dispatch
WJBO	Baton Rouge State Times-Morning Herald	KSO	Des Moines Register and Tribune
WKY	Oklahoma Daily Oklahoman	KWKH	Shreveport Journal and Times
WLS	Chicago, Prairie Farmer	KYA	San Francisco Examiner
WMBH	Joplin Globe and News Herald		
WMC	Memphis Commercial Appeal		
WMT	Cedar Rapids, Waterloo, Des Moines Register and Tribune		

UNITED PRESS *also* INTERNATIONAL NEWS SERVICE

HEARST RADIO, INC.

The Greenville News
THE LEADING NEWSPAPER OF SOUTH CAROLINA

THE DAILY OKLAHOMAN

The Dallas Morning News

CLEVELAND PLAIN DEALER

THE ASHEVILLE CITIZEN

BUFFALO EVENING NEWS

Norfolk Virginian-Pilot

Variety
in the
1935
Annual
Variety
Community
Showmanship
Survey

◆

KOMO
is the ONLY
Pacific Coast
Station Rating
A FIRST

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In Seattle
Variety Rates
KOMO
FIRST
and
KJR
SECOND

◆

National Representatives

EDWARD PETRY
& COMPANY, Inc.

New York Chicago
Detroit San Francisco

TRANSCRIPTIONS

WICKER High Fidelity Recording Service, including "off the air" recording and special recording work of all kinds possible with portable equipment, has been announced by Walter Wicker, Chicago. To introduce this new service, which is added to the program building, radio writing and production which Wicker's office has offered previously, he is offering to make sample recordings without cost for advertising agencies and others who would like to test his service.

R. U. McINTOSH, head of R. U. McIntosh & Associates, Los Angeles transcription firm, left Nov. 1 on a six-week trip in the East. George Preston has joined the firm as an associate. Production of three series of discs was started early in November. They are *Gong Murder Mysteries* with three episodes for each story, totaling 65 quarter-hour discs; *Reporter of Odd Facts*, five-minute discs; *Spotlight on Sports*, 65 quarter-hours with dramatizations.

MARSH LABORATORIES Inc., Chicago has produced *Neighborly Songs and Poems* by Homer Rodeheaver, Chicago Concert Co. and Mendelssohn Male Chorus, the 13 episodes having been taken by Radioad Service, Hollywood, for national distribution.

KNOX Co., Los Angeles branch (Cystex) has produced a series of 13 *Strollin' Tom* discs at Hollywood studios of Radio Transcription Co. of America, to be released on 50 stations through Allen C. Smith Adv. Co., Kansas City. The Los Angeles office of Knox Co. was moved Nov. 1 to the Signal Oil bldg.

FRANK ZAMBRINO, of Radio Transcription Co. of America, will leave Chicago Dec. 1 to open an office in New York and appoint a field service manager for that city.

TITAN PRODUCTIONS Inc., San Francisco transcription concern, has cut 13 quarter-hour dramatic and musical recordings *The Red Cross Chrismas Seal* for the California Tuberculosis Association, San Francisco, an affiliate of the American Red Cross. They are to be placed on 200 stations throughout the country. Titan Productions has also cut four quarter-hour talks on temperance for the Temperance League, Los Angeles. Featuring Ethel Huber, lecturer, the transcriptions are to be heard on KNX, Los Angeles, and other Western stations. Thirteen more quarter-hour episodes of *Tropic Terrors*, dramatic serial, written by Walter Patterson, are being recorded by Titan for sustaining and sponsorship.

AUDISK Corp., San Francisco transcription producers, on Nov. 1, sold 26 quarter-hour episodes of *Treasure of Lorelei* to the Gardner Remedies Co., Seattle, for reproduction on KVI, Tacoma.

Capper Gets WLBF

TRANSFER of the ownership of WLBF, Kansas City, Kan., operating with 100 watts on 1420 kc., to the *Kansas City Kansan*, was approved Nov. 12 by the FCC Broadcast Division after having been held in abeyance for several months. Senator Arthur Capper (R.) of Kansas, owns the newspaper, and also owns WIBW, Topeka, to which WLBF is being linked by land line for commercial and sustaining programs. Herbert Hollister, who sold WLBF to Capper, remains with the station as manager, although he is an applicant for a new 100-watt station on 1420 kc. in Waterloo, Ia.

Ice Cream Campaign

(*Continued from page 9*)

where it still is an event to have ice cream, just as it used to be in Wichita, Kan., when I was a boy.

You will follow my train of thought, too, when I tell you that advertising, put to work by ice cream dealers, or by dairy associations, not only works for these organizations, but directly, for every farmer in America.

Sell farm products and you sell manufactured goods. That is the teamwork of prosperity, the kind we are going ahead to. I credit advertising with the phenomena which occurred in Detroit which brought the automobile industry back to peak production. Advertising took the optimism which flourished in Detroit and sold it to the nation. Advertising believed that as long as there was a need for a new automobile anywhere, some citizen of this great country would find the means and ability to pay for it.

Advertising, it seems to me, takes for granted something that the politicians and the orators, and economists, neglect. It assumes that utter self-reliance is the national character of Americans. It takes for granted our ability to go out and get what we want or need. It takes for granted the fact that we won't relinquish the standard of living which was won with so much difficulty. I believe this: That convince the mother of an American family that her brood needs ice cream, which is not at all difficult to do, with all manner of diet and health authorities to support your claim . . . and that mother will find the means to put ice cream in her baby's mouth.

NBC Has Metropolitan

THOUGH it has not yet signed a sponsor, NBC has again secured exclusive rights to broadcast the performances of the Metropolitan Opera Company from the stage during the new season which starts in latter December. Even if a sponsor is not secured, it is indicated, the full-length operas will be carried on Saturday afternoons as formerly. Last season Lambert Pharmacal Co., St. Louis (Listerine) sponsored the Metropolitan series, and the year before the sponsor was American Tobacco Co. (Lucky Strike).

THE THREE Okanagon Valley weekly newspapers, the *Kelowna Courier*, *Vernon News* and *Penticton Herald*, together with J. W. B. Browne, manager, have just acquired 51% stock in CKOV, 100-watter station on 630 kc. in Kelowna, British Columbia, marking the sixteenth newspaper owned or controlled station in Canada.

What State Is FIRST
in Farm Income per capita?
NEBRASKA

(According to the latest United States Government 3-year-average report.)

For RESULTS, go where the money is.

That means NEBRASKA—predominantly agricultural—with the nation's biggest-income farmers.

Spot Radio Advertising offers rich rewards in Nebraska. National advertisers say Nebraska is always high on their lists. This moneyed audience is radio-minded. You can reach these choice prospects at very low cost. Select one or more separate markets — or blanket the whole state.

Have us give you complete data and rates. Address the association office or any separate station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

KOIL Omaha, Nebr. and Co. Bluffs, Ia.
KFAB Omaha, Nebr. and Lincoln, Nebr.
KFOR Lincoln, Nebr.
WOW Omaha, Nebr.
WJAG Norfolk, Nebr.
KGBZ York, Nebr.
KMMJ Clay Center, Nebr
KGFW Kearney, Nebr.
KGNF North Platte, Nebr.

Kalispell's
Largest Gasoline
Distributor* Uses
KGEZ Exclusively

*His brand is NOT
among the leading
five nationally

KGEZ

Box 1 Kalispell, Montana

RADIO ADVERTISERS

VENUS HEALTH Corp., Los Angeles, sponsoring *Covered Wagon Jubilee* daily on KMTR, Hollywood, has placed its account with Radioad Service, Hollywood. In addition the company has started *Police Reporter*, a disc series, thrice weekly on KRKD, Los Angeles, and later will extend the program up the West Coast in cities having retail stores of the Owl, Best and Thrifty drug chains.

AMERICAN CHICLE Co., Long Island City, N. Y., using radio, makes up lists in December. Agency: Badger and Browning & Hersey Inc., New York.

JAMES HEDDON'S SONS, Dowagiac, Mich. (fishing tackle), using seasonal spot announcements, makes up lists in December. Agency: Rogers & Smith Adv. Agency, Chicago. Annual appropriation $25,000 to $50,000.

PLA-MATE ANIMAL FOOD Co., Los Angeles, has started *Growin' Up*, a disc series, thrice weekly on KTM, Los Angeles. Golden Bear Cookie Co., Los Angeles, has started *Black & Blue*, a thrice-weekly disc series, on KFAC, Los Angeles. Both are 65-episode transcriptions produced by Earnshaw Radio Productions, Los Angeles.

TREMS Co., St. Louis (proprietary), using radio, has placed its account with Kelly & Stuhlman Inc., St. Louis.

G. P. HALFERTY & Co., Seattle (Smart Set salmon steak), is advertising through Beaumont & Hohman Inc., Cleveland.

MONUMENT MILLS, Housatonic, Mass. (bedspreads), has placed its account with Federal Adv. Agency Inc., New York.

SPOHN MEDICAL Co., Goshen, Ind. (proprietary), has named Miller Agency Co., Toledo, to service its account.

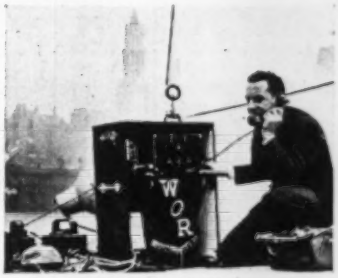
VALENTINE & Co., New York (Valspar varnish) now is advertising direct.

DIXIE RUB Co., Concord, N. C. (Dixie Rub), using radio, is advertising through J. Carson Brantley Adv. Agency, Salisbury, N. C.

BATTLE CREEK DRUGS Inc., Battle Creek, Mich. (Bonkora), is advertising that product through Benson & Dall Inc., Chicago.

PENNSYLVANIA REFINING Co., Butler, Pa. (Penn-Drake oil products), has placed its account with Griswold-Eshleman Co., Cleveland.

WOLVERINE - EMPIRE Refining Co., New York (oil) is advertising through Luckey-Bowman Inc., New York.



HELLO JIMMY—A Western Electric portable transmitter was used by WOR, Newark, to air the return of James J. Walker, former New York mayor. The set was designed for police-radio cars. In ten minutes WOR engineers rigged the tiny transmitter and established communication atop the SS Manhattan. A frequency of 34,600 kc was used to reach a receiving point on a New York skyscraper and 37,600 kc for cueing and communication from shore to ship. Charles Singer, WOR technician, is shown at the transmitter.

SCHWARTZ GINGER ALE Co., Inc., San Francisco, has appointed Frank Wright & Associates, San Francisco, to direct its Pacific Coast advertising and is using a weekly quarter hour transcription program *You Be the Judge*, on KYA, that city.

WILLIAMS & Co., San Francisco (potato chips), has placed its account with Beaumont & Hohman Inc., that city, and is considering radio along with other media.

WALTER JANVIER Inc., New York (proprietary), has named Murray Breese Associates Inc., New York, to handle its Rolicin and Buffalo mineral water accounts.

KIP Corp., Los Angeles (Pyrol), has appointed Lockwood-Shackelford Co., Los Angeles to be its agency.

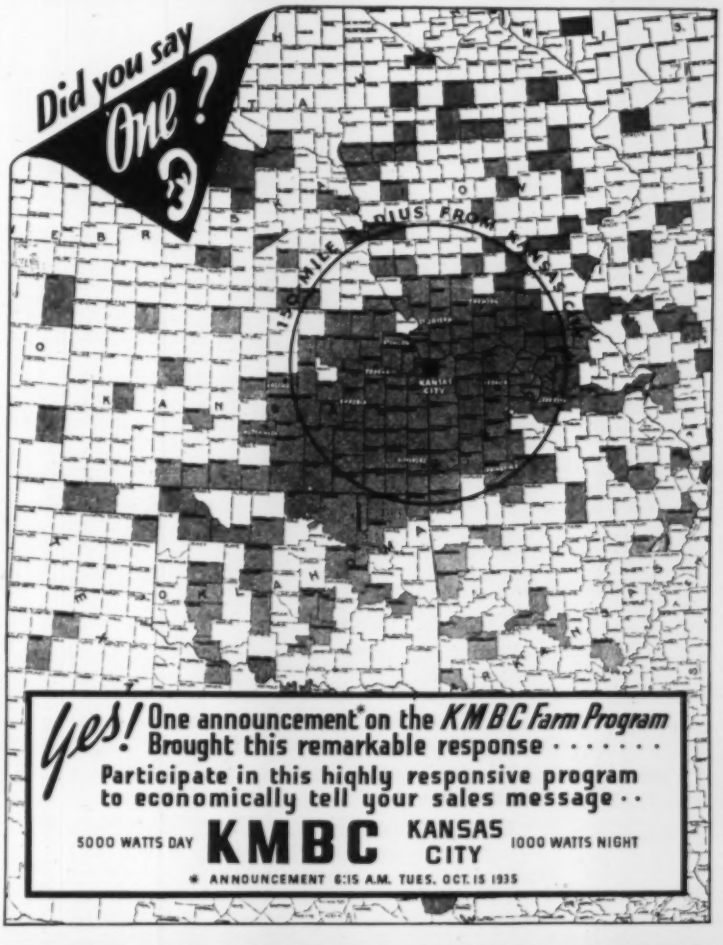
SCHWARTZ GINGER ALE Co. Inc., San Francisco, has placed its account with Frank Wright & Associates, with radio and other media to be used in a 12-month campaign titled *You Be the Judge*, which started Oct. 26 on KYA, San Francisco. The drive is to be extended to the entire West Coast.

BERNARD SCHWARTZ CIGAR Corp., Detroit (R. G. Dun cigars), has named Simons-Michelson Co., that city, to handle a radio campaign, which began with a half-hour amateur show over WJR, broadcast from the Fox theatre.

CARROLL C. SEGHERS, South Atlantic representative of Gruen Watch Co., Cincinnati, has been named advertising manager.

LIBERTY FOODS Co., Covington, Ky. (Redi Spread) has placed its advertising with Jesse M. Joseph Adv. Agency, Cincinnati. B. Meier & Son Inc., New York (Redi Spread) has placed its account with the same agency.

MANY of them easily tuned on modern receiving sets because they operate in the 1535-1718 kc. band, there are now 403 police broadcasting stations in the United States, according to FCC records.


Did you say One?
150 MILE RADIUS FROM
KANSAS CITY
Yes! One announcement on the KMBC Farm Program
Brought this remarkable response · · · · · · ·
Participate in this highly responsive program
to economically tell your sales message · ·
5000 WATTS DAY
KMBC
KANSAS CITY
1000 WATTS NIGHT
* ANNOUNCEMENT 6:15 A.M. TUES. OCT. 15 1935

There's Power in Them Thar Figures!

The old saying has it — "Figures Don't Lie"— which of course pleases us very much, because we have a group of truth-telling figures to quote which indicates extreme "power" in WWVA service.

Saturday night, October 26, wound up the 135th consecutive weekly public performance of the Nationally famous WWVA Saturday Night Jamboree. It also wound up the largest month's attendance on record for this WWVA feature; 10,965 persons paid their way into the Capitol Theatre of Wheeling during October to see and hear their WWVA microphone stars in action! Here are the figures:

October 5	— 1742	"paids"
October 12	— 3829	"
October 19	— 2330	"
October 26	— 3064	"
TOTAL	— 10,965	"

Veteran showmen marvel at such attendance figures in a town of 65,000 population, after a show has run nearly three years, but they overlook the fact that the thousands of WWVA Jamboree fans come from far and near. Our October Jamboree record represents truth-telling figures of our enormous coverage in Eastern Ohio, Western Pennsylvania and Northern West Virginia AND our amazing listener responsiveness. Radio advertisers are invited to check this superservice.

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

COMPLETE
UNITED·PRESS
NEWS COVERAGE

FCC Issues Order To Ban 'Haywire' Station Equipment

A REGULATION sounding the swan song for "haywire" equipment in broadcasting stations and minimize danger to safety of life of operators was adopted Nov. 12 by the Broadcast Division of the FCC. Promulgation of such a regulation was indicated several months ago as part of the technical campaign to clean up equipment.

The new rule (Rule 132) becomes effective immediately but stations are allowed one year in which to meet the requirements. It was proposed by Andrew D. Ring, assistant chief engineer in charge of broadcasting, and was concurred in by the Law Department. In his recommendation Mr. Ring said that inspection of many stations revealed that construction of transmitters and protection to human life frequently is inadequate and in no sense could be considered as meeting the requirements of good engineering practice.

The Division adopted new policies governing the issuance of construction permits and modifications of licenses before the work is completed in all details. Hereafter, a construction permit will not be issued until it is completed in all essential details. The same procedure was adopted respecting modifications of license.

The new rule on equipment clean-up follows:

Rule 132 — (a) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed and operated in accordance with good engineering practice in all phases not otherwise specifically included in these regulations.

(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of Article 37 of the current National Electrical Code as approved by the American Standards Association.

(c) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band which cause or are capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low a level as required by good engineering practice. The program distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(d) Whenever, in this rule, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements of good engineering practice will be published from time to time.

(e) This rule shall be effective upon its adoption, provided, however, that existing broadcast stations shall be allowed one year in which to meet the requirements herein.

Construction Permit Policy

IN ADOPTING the new policies governing construction permits and modifications of licenses, the Broadcast Division considered a memorandum from its Engineering and Law Departments. It was brought out that now the Division issues many construction permits specifying that the transmitter site is to be selected subject to subsequent approval. In the past few months, it was stated, broadcast permittees have abused this privilege and in some six or eight cases permittees have selected a site and constructed the station without obtaining approval of the site and antenna either from the FCC or the Department of Commerce Air Navigation Division. In cases where the site has been objectionable, it was declared, a difficult problem has been presented in forcing the permittees to move.

To avoid this abuse, the Division adopted the recommendation that the construction permit not be issued "until it can be completed in all essential details." This, it was said, would not work a hardship on the permittee as no construction can be begun until the site, antenna, etc., are approved. and if the permittee has no instrument of authorization, presumably he will not be ready to begin construction.

Upon the granting of the permit subject to approval of the site transmitter and other technical items, it was added, the License Section can prepare a letter advising that the application has been granted, giving its terms, but stating that the permit will not be issued and that it is not authorized to begin construction until the necessary information is supplied to and approved by the FCC.

The same procedure also was adopted for cases of granting modifications of license which contain some provision that must be satisfied before operation under the new authorization can begin. This will prevent the licensee from ignoring the provisional clause in the license as sometimes happens now, it was brought out.

TO SKEETS MILLER
Goes Nice Assignment Aboard Plane 'China Clipper'

TO William Burke (Skeets) Miller, NBC night program director in New York, now in San Francisco where he handled the two-way broadcast between the giant airplane *China Clipper* and the stratosphere balloon *Explorer II* while both were in flight, goes an assignment that will be the envy of every newspaperman and radio commentator. When the big plane, largest ever built in America, takes off Nov. 22 for its first trans-Pacific flight to China, Miller will be aboard as an NBC reporter. Accompanying him will be Harold See, NBC engineer and a former newspaperman. Miller will broadcast periodically from the plane, which is going into the regular air mail and passenger service between San Francisco and China and which is fully equipped with radio. He formerly was director of special events for NBC, having joined the network after working on the old *New York World*. He was the winner of the Pulitzer Prize in journalism for his work on the Floyd Collins cave story as a reporter for the *Louisville Courier-Journal*.

Allen Leaves KGW-KEX

LAWRENCE ALLEN, manager of KGW and KEX, Portland, Ore., has resigned effective Dec. 1 to join the NBC sales department in San Francisco, according to an announcement Nov. 8 by Harry F. Anderson, NBC Western Division sales manager. At the same time Mr. Anderson announced the resignation of Capen Eames from his department. He leaves Nov. 16 to become Pacific manager of *Family Circle*. Mr. Allen is a native Oregonian and a graduate of Oregon State College.

EQUIPMENT

WESTERN ELECTRIC Co., New York, has published the first issue of a new magazine named *Pick-Ups*, devoted to "news of developments in the field of sound, and of the organizations and men who use the equipment designed by Bell Telephone Laboratories, manufactured by Western Electric and distributed by Graybar." The initial number has 26 pages with a two-color cover. It will be issued several times a year. Will Whitmore is editor and M. M. Beard, assistant editor.

RCA MFG. Co., Camden, has issued a circular on its Piezo-electric calibrator No. 9572, to check frequencies from 100 to 20,000 kc in 100 kc steps and 1000 to 50,000 kc in 1000 kc steps, with a guaranteed accuracy of .05% of 100 and 1000 kc. The calibrator is 5½x3¾x2⅝ inches in size and weighs 19 ounces.

WSPD, Toledo, has purchased two complete sets of the new 700-A series Western Electric speech input equipment. The 1,000-watt Western Electric transmitter formerly used from the Commodore Perry hotel has been removed and the control room is being completely revamped. The new installation is to be completed in December. The present 5,000-watt Western Electric transmitter was placed in operation in August.

THE 274-foot vertical radiator of WJJD, Chicago, recently erected at Mooseheart, Ill., has been put into operation.

THE CLAIM of WEBQ, Harrisburg, Ill., that it is the only station on 1210 kc. using a self-supporting vertical radiator, is disputed by H. F. Burnett, of KVSO, Ardmore, Okla., who reports that KVSO went into operation last Aug. 4 with a 180-foot self-supporting vertical radiator made by the Lehigh Structural Steel Co., Allentown, Pa.

KIEV, Glendale, Cal., has ordered complete RCA transmitter equipment and expects to erect a new building early in 1936 on Glendale Blvd. near Verdugo Road.

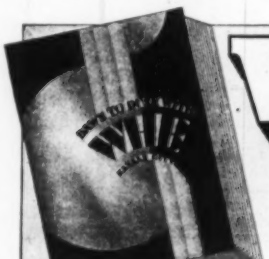
Packard Merchandising

PACKARD MOTOR CAR Co., Detroit, on Nov. 5 announced on its CBS program that for the next six weeks it would give away a Packard 120 each week. For the best 120-word (which lines up with Packard 120) letter on the subject "Why Packard is justified in using the slogan 'Match the 120 Against the Field'." All who enter this contest must be car owners and must visit a Packard dealer and take a ride in the new 120. They will then be given a certified entry blank and a self-addressed stamped envelope to mail the entry blank to the sponsor. Winners will be announced over the air beginning Nov. 19 and each week thereafter. All winners will have their cars delivered on Christmas Day.

BROADCASTING BOOTHS AT NOTRE DAME-KANSAS GAME, SOUTH BEND

Ford Bond, Quin Ryan, Ted Husing-- and WHB!

DIDJA ever mail one of those vacation hotel postcards with an "X marks my room"? Well . . . here's WHB at Notre Dame—but believe us! It was no vacation! Just a lot of work, giving the Missouri and Kansas folks a play-by-play description of the season's opening game—with Kansas and Notre Dame celebrities on the air over WHB exclusively, between halves. Colorful programs like this enable WHB to compete successfully for the radio audience in the Kansas City market area—even against strong chain competition.



WHB

FACT BOOK • FREE!

64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.

DON DAVIS, President JOHN T. SCHILLING, General Manager

KANSAS CITY'S DOMINANT DAYTIME STATION

AGENCIES AND REPRESENTATIVES

EDWARD ALESHIRE, for the last year radio director and copy chief of H. W. Kastor & Sons Adv. Co., Inc., has joined the copy staff of Lord & Thomas, Chicago. Aleshire has had many years in the radio field. Before joining Kastor he served as an official of the ill-fated American Broadcasting System and prior to that was radio director of Lord & Thomas, Chicago, and of Blackett-Sample-Hummert Inc., Chicago.

GEORGE WILLARD DAVIS, formerly of the Willard Tablet Co., Chicago proprietary company to whom Mr. Davis loaned his middle name, has opened an advertising agency at 360 N. Michigan Ave., Chicago. The agency is in charge of the radio campaign of Mars Inc., Chicago (Milky Way candy bars).

SAWYER, FERGUSON & WALKER, national representative of the *Dayton Daily News* and *Springfield (O.) News & Sun*, has been named representative of WHIO, Dayton. The newspapers and WHIO are owned by former Governor James M. Cox, who also owns the *Miami News*. Sawyer, Ferguson & Walker maintains offices in Chicago, New York and Detroit.

RUTHRAUFF & RYAN Inc., New York, has opened a branch in the Spencer Futch bldg., Lakeland, Fla., instead of Tampa, Fla., as previously announced by the agency, to service the Florida Citrus Commission account. Albert S. Whidden is the account executive.

W. AUSTIN CAMPBELL Co., with offices at 715 Broadway bldg., has been formed in Los Angeles by W. Austin Campbell, formerly associated with Roy Kellogg in Campbell, Kellogg Co. Mr. Kellogg has joined the radio department of William Scholts Adv. Service, Los Angeles.

ADVERTISING ARTS AGENCY, Los Angeles, has turned over its radio department to Radioad Service, Hollywood.

ROBERT A. DAVIES Jr., formerly with N. W. Ayer & Son Inc., Free & Sleininger and the New York office of KMBC, Kansas City, has been named a sales representative by Norman Craig, station representative.

LEON A. FRIEDMAN, formerly radio director of Cramer-Tobias Co. Inc., New York, has taken a similar post with Sterling Adv. Agency, that city.

MARION PARSONNET, former CBS production executive, now with Lennen & Mitchell Inc., New York, arrived in Hollywood recently in connection with production of the CBS Eddie Cantor show for Lehn & Fink Products Co., New York.

UNITED ADV. AGENCY, New York, on Jan. 1 will be absorbed by Lambert & Feasley Inc. and Churchill-Hall Inc., of New York. Leonard Dreyfuss, United founder, will devote his time to outdoor advertising. Bert M. Nussbaum, United president, has been named a vice president of Lambert & Feasley, and Walter K. Porzer, United vice president, will join Lambert & Feasley in the same capacity early next year. F. Garrettson Mettee, United vice president, assumes a similar post Jan. 1 with Churchill-Hall.

DIANA BOURBON, head of the Los Angeles office of F. Wallis Armstrong Co., Philadelphia agency, left Nov. 1 on a Northwestern trip. Ward Wheelock, of the home office, arrived in Hollywood early in November in connection with the Campbell Soup Co. *Hollywood Hotel* on CBS.

FLETCHER & ELLIS Inc., New York, has opened a Detroit branch in the Penobscot Bldg., with Carleton Healy, formerly of Hiram Walker Inc., and J. Stirling Getchell Inc., in charge.

MAX GELLER, for two years with International Magazine Corp., and prior to that Eastern advertising manager of *Liberty*, has assumed a vice presidency with Blackman Adv. Inc. New York.

EVERARD MEADE, formerly of the publicity department of Benton & Bowles Inc., New York, has joined Young & Rubicam, New York, in a similar capacity.

WALTER BIDDICK Co., Los Angeles station representative, has been appointed exclusive Pacific Coast representatives for the new KFBK, Sacramento, Cal., and for KMJ, Fresno, Cal.

E. PODEYN, formerly connected with Batten, Barton, Durstine & Osborn Inc., and more recently director of radio for Donahue & Coe Inc., is now director of radio for Fuller, Smith & Ross Inc., New York.

BLACKETT-SAMPLE-HUMMERT Inc., will move to new quarters at 247 Park Ave. about Dec. 15, taking the entire ninth floor.

MISS CAROL IRWIN has succeeded David Crosier, resigned, as director of radio for Pedlar & Ryan Inc., New York.

HENRY LENOIR has joined the San Francisco office of Beaumont & Hohman, Inc., as account executive.

T. K. QUINN, formerly vice president of General Electric Co. in charge of specialty appliances, has joined Maxon Inc., Detroit, as president. Lou Maxon will continue in control of the agency.

HIBBARD AYER, station representative in New York, announces the termination of his arrangement to act as New York headquarters for Fergason & Aston, Chicago representatives.

DAVID B. STEIN, formerly in the production department of WIP, Philadelphia, has been appointed director of radio of Kal Inc., Washington, D. C. agency.

MELODIOUS ROADS
Practically All New Autos Are Equipped for Radio

PROVISIONS for radio as standard equipment on practically all of the new automobile models were evident at the 1935-36 auto shows in New York and other cities during early November. It is estimated that more than 2,000,000 auto radios will be sold this year, as against 1,000,000 during 1934 and only a few scattered thousands during the other intermission since 1930 when auto radios were first introduced.

Thus radio will offer another important addition to its audience of 20,000,000 or more homes equipped with receiving sets.

This season's auto radios are described as more compact, rugged and sensitive and more powerful than previous models, with General Motors featuring static elimination through static-collector rings inside hub caps. This permits the grounding out of electrical charges accumulated during motion.

Asks Station in Mobile

APPLICATION for a construction permit for a new station in Mobile, Ala., has been filed with the FCC by Memphis Commercial Appeal Inc., Memphis, publishers of the newspaper carrying that name. The applicant seeks the 950 kc. channel, with 1 kw. power night, 5 kw. to local sunset, with unlimited time and a directional antenna at night.

IN ALABAMA it's WBRC

BY EVERY COUNT BIRMINGHAM'S DOMINANT STATION

- Oldest radio station in Alabama.
- ONLY high-powered station in Alabama operating full time, day and night.
- Operates on 1000 Watts, day and night. Affiliated with C.B.S.
- First in sports. First in politics. First in Network Features.
- WBRC is regularly used by 240 local advertisers, 114 National Advertisers.
- Gives 100% coverage of North Alabama's rich sales market.

BIRMINGHAM BROADCASTING CO.
Bankhead Hotel
BIRMINGHAM, ALA.

Now Available
For Broadcasting Stations . . .
A Non-Directional Microphone

Low price—light weight (only 3 oz.) and small size (4¼") make the Brush B2S an ideal instrument for general broadcasting work. Splendid for remote pick-up. No distortion from close speaking. No input transformer, button current or energizing voltage required.

only $45.00 List

Brush B2S Microphone

Typical Brush construction insures satisfactory performance and freedom from breakdown and delays. Fewer than 1/10 of 1% of all Brush Mikes have required adjustment or repair of any kind. Fully guaranteed.

The B2S is one of eleven in a quality line that includes studio—general purpose—theatre—desk—lapel and unidirectional instruments. Descriptive literature sent on request. Write for copies today.

The BRUSH DEVELOPMENT COMPANY
PIEZO ELECTRIC
1891 E. 40th St. CLEVELAND, O.
MICROPHONES • MIKE STANDS • TWEETERS • HEAD PHONES • LOUD SPEAKERS

WBNX

"A SMARTLY COORDINATED APPROACH TO ITS AUDIENCE..." SAYS VARIETY

MARKS THE SPOT

. . . and we couldn't have said it any better ourselves!

WBNX—New York Write For Booklet "Market Coverage"

"Plug" Kendrick says:

"IDEAS? Turn us loose on your product — we'll 'spark' a plan to put it over via .. WIRE"

Formerly WKBF
INDIANAPOLIS
NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented by
PAUL H. RAYMER CO. · N. Y. · Chicago

PROGRAM NOTES

KHJ, Los Angeles, has started *The Newlyweds*, covering the worries of a young couple in a modern apartment. The program is a sustaining feature using a morning hour on weekdays and is sent to the Don Lee-CBS network.

THE *Los Angeles Times*, which recently failed to renew its affiliation with KMTR, Hollywood, in October effected a tieup with KHJ, Los Angeles. It had previously used KHJ as the official station before joining KMTR two years ago. *Times* programs on KHJ, besides news broadcasts four times daily, will include *The Job Man*, *Lost and Found*, a football and sports rally, home economics periods and other special programs.

KYA, San Francisco, has inaugurated a novel feature which is meeting with popular approval. Titled *Science Edits the News*, the broadcast, heard Tuesdays at 6 p. m., and sponsored by the San Francisco County Medical Society Radio Committee, explains scientific news in the layman's English. An article of current scientific interest from the daily newspapers is flashed by a KYA announcer and a speaker of authority then explains its significance.

A REGULAR feature of KSO, Des Moines, is *Station KIDD*, the "Voice of Young America", with 11 Des Moines children announcing the program and supplying entertainment. Another new KSO feature is a thrice-weekly series of bridge lessons.

TO ACQUAINT listeners personally with its talent, WCMI, Ashland, Ky., is staging a *Radio Revue* in surrounding towns.

BIRD ON THE AIR — KHJ, Los Angeles, recently presented Jimmy, famed talking bird of Catalina Island, in its radio debut, the program going over the Don Lee network. The little Hill Myna starling asked his customary "What are you doing Mondays?", whistled for an imaginary dog, greeted newcomers to the studio with "hello" and ended with a laconic "goodbye". In the picture are Charles Cuccia (left), caretaker and D. L. Mobley, superintendent of the bird farm.

TRANSCRIPTIONS were used on eight Los Angeles stations in October to promote the motion picture *Midsummer Night's Dream*, which had its premiere on KFWB, Hollywood. The later station is devoting a nightly quarter-hour to the production for four weeks.

WBT, Charlotte, N. C., broadcast Ringling Bros.-Barnum & Bailey circus from the big top, with local RCA-Victor sponsorship. The circus band also broadcast from the studio.

A NEW Hammond electrical organ will be installed by WMCA, New York, according to Donald Flamm, president.

SIX concerns now are sponsoring the *Amateur Night on Beale Street* series on WNBR, Memphis. A blank cartridge is fired instead of using a gong. Sponsors are Bry's Department Store, Parel & Lowenstein's, jewelers; Clover Farms Dairies; RCA-Victor, Leo Kahn Furniture Co., Pantaze stores.

WTMJ, Milwaukee, transmitted facsimile material by short-wave to the recent Food and Radio Show held in that city, using John V. L. Hogan's system.

IN COOPERATION with the Juilliard School of Music, New York, CBS on Nov. 5 started a series of programs titled *Understanding Opera*, featuring noted guest artists and a symphony orchestra directed by Howard Barlow. The series is an elaboration of the *Understanding Music* programs broadcast last year by CBS. The new series is broadcast Tuesdays, 6:35-7 p. m.

KGGC, San Francisco, has a program with a waiting list of retail advertisers who wish to be included. Called *Mort Werner's Open House*, the station puts on, five nights weekly, a 60-minute program of live talent and records interspersing the broadcast with spot announcements sung in rhyme. The program is presented in the form of "open house", with celebrities dropping in as studio guests. Mort Werner as host, sings and accompanies himself at the piano, blending his voice with various recordings, also giving the commercials. Sponsors are limited to four and many merchants are asking for time on the program.

A COMMERCIAL series on WGAR, Cleveland, has been started by *Red Cat*, comic magazine of Western Reserve University. Stearn Street Car Adv. Co., a Barron Collier subsidiary, has contracted for its third year of *Moses Cleveland's Album* on WGAR, with Graves Taylor as narrator.

THE NEW "Little Symphony" of WNYC, New York, is giving a series of free Sunday afternoon concerts titled *Around the World of Music* at the Neighborhood Playhouse, that city, the program being broadcast.

WHEN the city commission of Miami meets, WQAM is on the job with an elaborate microphone setup which gives local voters a front-row version of what and how the "city fathers" run municipal affairs.

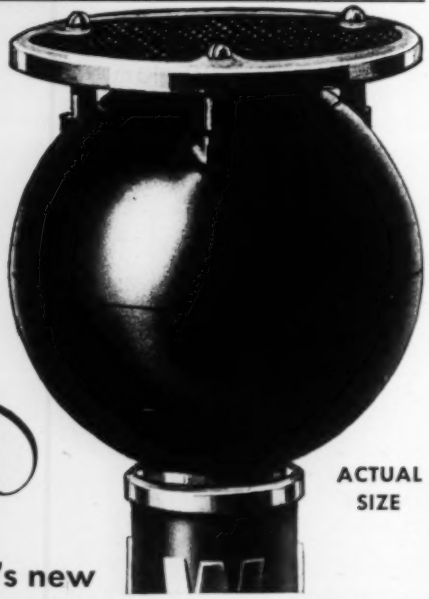
WRAK, Williamsport, Pa., raised $341 for the local community chest in two impromptu and unannounced programs at the end of the drive for funds. Ten hours of radio time were donated to the campaign.

FOOTBALL games of Sunbury (Pa.) High School are sponsored on WRAK, that city, by Rea & Derrick Inc., Sunbury drug chain.

WLBC, Muncie, Ind., is confining its Sunday musical programs to popular numbers, rather than religious and symphonic numbers, and claims favorable audience response. The station had its microphone on the scene a few minutes after a Muncie loan company had been held up for the second time in two months, and interviewed victims.

"SPORT HI LITES", a series of interviews with the football coaches of Chicago high schools, is a new Sunday morning feature at WJJD, Chicago, sponsored by Hirsch Clothing Co. Inc., which operates four men's clothing stores.

It picks-up Sound from all around



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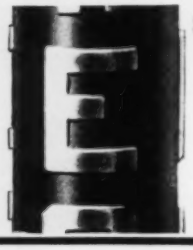

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ATTENDANCE records of the *WWVA Jamboree*, produced at the Capitol theatre in Wheeling, W. Va., Saturday nights, were broken recently when October paid attendance mounted to 10,965. This surpasses even the August, 1934, figure when the *Jamboree* played to 10,128 persons during five programs. In all, nearly 200,000 have witnessed the shows.

MARSHALL FIELD & Co., Chicago department store, is sponsoring a series of Saturday morning broadcasts produced by the students of Chicago high schools over WJJD, Chicago. Each week the music and dramatic departments of one high school prepare and present the broadcast, which is used to advertise clothes for high school boys. Aubrey, Moore & Wallace Inc., Chicago, is the agency. Field also sponsors a two-hour program of recorded music each weekday morning over WBBM, Chicago.

A $2,600 "twin winner" contest to discover new radio talent has been launched by WBBM, Chicago. Contest winners, one man and one woman, will each be awarded a 13-week contract to sing over WBBM at a salary of $100 a week. Vivian Della Chiesa, 19-year-old soprano winner of last year's contest, is now featured soloist on the Foot Saver Shoe programs over CBS and the Milk Foundation series over WBBM.

GIMINSKI FURNITURE Co., Syracuse, found its *Visit to Poland* program on WFBL last year so valuable in attracting not only the Polish trade in its own location but new customers from other parts of town, that the store has returned to the station. The program is built of Polish folk melodies, with orchestra and guest soloist singing in Polish. Two announcers are used, one speaking Polish, and another doing translation, with Harry Burdick in charge.

TAKING advantage of the current interest in the European political situation, Charles A. Stevens & Co., Chicago department store, is sponsoring a series of talks by Clifton Utley, director of the Chicago Council on Foreign Relations, broadcast over WGN, Chicago, each Monday evening from 8:45 to 9, CST.

NELSON BROTHERS Storage & Furniture Co., Chicago furniture house, has substituted a *Man on the Street* program consisting of two announcers and a microphone stationed on the sidewalk for informal interviews with passersby for their *Romance Reporter* series. Both serious and silly questions are included in the interviews, and a novelty has been added by getting the casual interviewees to read the commercial announcements. Program is broadcast for 15 minutes during the noon hour daily except Sunday over WBBM, Chicago.

A UNIQUE musical organization, now called *Adolf and the Gold Chain Bohemians*, discovered in a Bohemian settlement at Schulenberg, Tex., is being sponsored by Universal Mills Inc., Fort Worth, on Texas Quality Network. The programs originate at Schulenberg. Many of the artists play rare old instruments handed down from generation to generation.

KTUL, Tulsa, has started *Adventure Bound*, a disc series directed at children, sponsored by the Tulsa outlet of Sears, Roebuck & Co. Tieups with novelty premiums are used in the thrice-weekly serial. *Al & Agnes*, a newlywed feature, broadcast mornings, had five sponsors the first week.

MORE than 100,000 were the guests of WNAX and the House of Gurney Inc., Yankton, S. D., at their annual *Fall Festival*, which lasted a week in October. Free coffee, pancakes, cereals, hot-dogs and muffins were distributed to visitors during the week.

A FAST-MOVING mid-morning program *Household Revue*, designed for women, has been started by WMT, Waterloo, Ia. The program is broadcast from 10-11:30 a. m., with some transcriptions but mostly live talent. Sponsorship is in five, ten and 15-minute units as well as 100-word announcements. Both Waterloo and Cedar Rapids studios originate the program, the control being handed back and forth.

HIGHLIGHTS of games between the contesting teams a year ago are given preceding each Southwest Conference football game, on Southwest network, with Magnolia Beer as sponsor. Humble Oil Co. sponsors play-by-play accounts of the games, with Byrum Saam, Gene Wyatt, Paul Lindsey and other SBS announcers at the microphones. Francis Gilbert handles the Magnolia programs. As many as three games are aired weekly on SBS.

ELEMENTARY lessons in the Bohemian language are given on WHK, Cleveland, Sunday mornings by Benesch-Federman furniture store, which has just renewed for the third successive year its Bohemian program.

COOPERATING with city officials in a safety campaign, WIND, Gary, is presenting a series of safety playlets broadcast by students in the Gary high schools. Each week members of a different school are given a chance to present a dramatization of some phase of the safety drive.

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Again let us thank you for your wonderful cooperation in providing us with the means for greatly increasing our coverage."

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

NOVEMBER 1 TO NOVEMBER 13, INCLUSIVE

Decisions . . .

(No decisions handed down Nov. 5 as FCC was not in session on that day).

NOVEMBER 12

WMPC, Lapeer, Mich.—Granted modif. CP change equip.

WOW, Omaha—Granted modif. CP extend completion.

WROW, Terre Haute, Ind. — Granted modif. CP change equip.

KSO, Des Moines—Granted license for CP new equip., increase power, move transmitter.

WCAO, Baltimore — Granted CP new equip.

WCAM, Camden, N. J.—Granted auth. antenna measurement.

KGIM, Stockton, Cal.—Granted license for CP new equip., move studio locally, increase to 1 kw 1100 kc D.

KRNR, Roseburg, Ore.—Granted modif. CP transmitter site & antenna.

WJAS, Pittsburgh—Granted license for CP move transmitter locally, change equip.

WACF, Dothan, Ala.—Granted license for CP change equip., increase to 250 w D, change hours from D and SH-Sundays to D only.

KTRH, Houston—Granted license for CP 1290 kc 1 kw N 5 kw D unltd.

KFIZ, Fond du Lac, Wis. — Granted modif. license increase spec. hours.

KELD, El Dorado, Ark.—Granted modif. license move studio locally.

WFBL, Syracuse—Granted auth. install automatic freq. control.

WTNJ, Trenton — Granted renewal license.

WGBI, Scranton, Pa. — CP in hearing docket amended and granted, install new equip., increase from 250 to 500 w 880 kc S-WQAN.

KOIL, Council Bluffs—Granted consent vol. assignment license to Central States Brdcstg. Co., granted renewal license.

WLBF, Kansas City—Granted consent transfer control to Kansas City Kansan.

WTAX, Springfield, Ill. — Granted renewal license.

SPECIAL AUTHORIZATIONS — KIT, Yakima, Wash., granted temp. auth. operate without approved freq. monitor; WBRC, Birmingham, same; WEAN, Providence, granted extension temp. auth. 50 w portable 780 kc for tests; WJAY, Cleveland, granted temp. auth. operate portable; WMAZ, Macon, Ga., granted extension temp. auth. operate reduced power; KFKA, Greeley, Col., granted extension temp. auth. temporary antenna; KWEA, Shreveport, La., granted extension temp. auth. remain silent in Dec.

ACTION ON EXAMINERS' REPORTS —KMAC, San Antonio, denied exp. auth. move transmitter, change equip., change from 1370 to 940 kc, from 100 w to 1 kw unltd., sustaining Examiner Dalberg; KFYO, Lubbock, Tex., denied CP install new equip., change from 1310 to 940 kc, increase from 100 w N 250 w LS to 500 w, sustaining Examiner Dalberg; KGKL, San Angelo, Tex., denied CP move transmitter, increase from 100 w N 250 w LS to 500 w N 1 kw LS, change from 1370 to 940 kc, sustaining Examiner Dalberg; WSAR, Fall River, Mass., granted CP change equip., increase from 250 w to 1 kw 1450 kc unltd., sustaining Examiner Dalberg; WWAE, Hammond, Ind., granted renewal 1200 kc 100 w S-WFAM, sustaining Examiner Hyde.

SET FOR HEARING — WGBF, Evansville, Ind., applic. CP change equip., increase from 500 w to 1 kw D; WDEV, Waterbury, Vt., applic. CP change equip., increase from 500 w to 1 kw D; WJBL, Decatur, Ill., applic. modif. license from 1200 to 1370 kc, from S-WJBC to unltd.; NEW, Henry William Turkel, Los Angeles, applic. CP exp. relay 6040 kc 1 kw unltd.; WCMI, Ashland, Ky., applic. CP new equip., change from 1310 to 1350 kc increase from 100 w to 1 kw; NEW, Jesse H. Jay, Miami Beach, applic. CP 1500 kc 100 w unltd.; NEW, Alex F. Suss, Marysville, Cal., applic. CP 1210 kc 100 w unltd.; NEW, Symons Investment Co., Seattle, applic. CP 760 kc 250 w N 500 w D ltd., facilities KXA; NEW, Watertown Brdcstg. Corp., Watertown, N. Y., applic. CP 1270 kc 250 w D; WHBI, N. Carlstadt, N. J., applic. modif. license from 2½ to 5 kw; NEW, Cache Valley Brdcstg. Co., Logan, Utah, applic. CP 1370 kc 100 w unltd.; NEW, Herbert Hollister, Waterloo, Ia., applic. CP 1420 kc 100 w unltd.; NEW, Bismarck Tribune Co., Bismarck, N. D., applic. CP 550 kc 1 kw N 5 kw D unltd.; NEW, Fred A. Baxter, Superior, Wis., applic. CP 1370 kc 100 w unltd.; WMEX, Boston, applic. CP new equip., change from 1500 to 1470 kc increase from 100 w 250 w D to 5 kw N & D, move transmitter; WNBC, New Britain, Conn., applic. vol. assign. license to State Brdcstg. Corp.; WBSO, Needham, Mass., applic. consent transfer control to George A. Creckwell, William H. Eynen and James K. Phelan; NEW, J. W. Birdwell, Johnson City, Tenn., applic. in docket amended to 1370 kc 100 w unltd.; KOL, Seattle, applic. modif. license in docket from 1270 to 920 kc if KOMO applic. 760 kc is granted, increase from 2½ to 5 kw D; NEW, C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C., applic. CP 1250 kc 250 w D; WNOX, Knoxville, applic. consent vol. assignment license to Continental Radio Co.; NEW, Fresno Brdcstg. Co., Fresno, Cal., applic. CP 1410 kc 500 w N 1 kw D unltd.

ORAL ARGUMENTS GRANTED — NEW. Riverside Brdcstg. Co., Riverside, Cal., 2-6-36; NEW, A. Tornek, d/b Metro Brdcstg. Co., Los Angeles, same; NEW, Wayne Brdcstg. Co., Hamtramck, Mich., same; NEW, Knox Brdcstg. Co. Inc., Schenectady, 11-27-35.

MISCELLANEOUS — City of Jacksonville, Fla., granted petition intervene applic. A. O. Jenkins new station at Jacksonville; Port Huron Brdcstg. Co., Port Huron, Mich., denied petition intervene applic. Wayne Brdcstg. Co. new station at Hamtramck, Mich.; Edward Hoffman, St. Paul, granted petition for continuance hearing applic. Emmons L. Abeles and Robert J. Dean, d/b Wise Brdcstg. Corp., new station at St. Paul; WCBA, WSAN Inc., Allentown, Pa., hearing set for 11-18-35 postponed indefinitely; Emmons L. Abeles & Robert J. Dean, d/b Wise Brdcstg. Co., St. Paul, granted petition take depositions applic. new station; KLO, Ogden, Utah, denied postponement hearing set for 11-26-35; St. Petersburg C. of C., St. Petersburg, Fla., denied amendment applic. new station to 100 w D only 1420 kc, also denied grant of amended applic. without hearing; WAIU, Columbus, granted petition reconsider and grant applic. renewal; WJAS, Pittsburgh, denied reconsideration and grant applic. increase from 2½ to 5 kw D; WIRE, Indianapolis, denied reconsideration and grant applic. change equip., erect directional antenna, increase from 1 to 5 kw D; Ralph E. Smith, San Diego, denied reconsideration and grant of auth. to Pacific Acceptance Corp. to erect new station at San Diego 1200 kc 100 w D.

APPLICATIONS DISMISSED (request of applicants)—NEW, Essex Broadcasters Inc., Detroit, auth. transmit sustaining programs over CKLW, Windsor; NEW, Whittle Furniture Co. Inc., Brunswick, Ga., CP 1200 kc 100 w unltd.; NEW, W. H. Kindig, Hollywood, CP 1160 kc 5 kw unltd.; NEW, J. W. Stanford, d/b Brunswick B/C Co., Brunswick, Ga., CP 1310 kc 100 w unltd.

RATIFICATIONS:

KMBC, Kansas City—Granted extension program test period 30 days (10-30).

KGKB, Tyler, Tex. — Granted extension temp. auth. specified hours (11-5).

WNAD, Norman, Okla.—Granted temp. auth. spec. hours (10-30).

KQV, Pittsburgh — Granted temp. auth. use old WJAS transmitter 1380 kc 25 days pending move of transmitter (11-6).

KSD, St. Louis—Granted temp. auth. use aux. transmitter 60 days pending removal and new equip. (11-6).

WCAX, Burlington, Vt.—Granted temp. auth. operate without approved freq. monitor 2 weeks (11-6).

WAGF, Dothan, Ala. — Granted temp. auth. spec. hours (11-6).

KOTN, Pine Bluff, Ark.—Granted temp. auth. spec. hours (11-6).

WHDF, Calumet, Mich.—Granted temp. auth. spec. hours (11-6).

WAML, Laurel, Miss. — Granted temp. auth. spec. hours.

WRJN, Racine, Wis. — Granted temp. auth. portable transmitter (11-7).

WIOD-WMBF, Miami — Granted temp. auth. use temporary antenna 30 days (11-7).

WQAM, Miami—Same.

WMFF, Plattsburg, N. Y.—Denied auth. operate LS to 7:30 p. m. 30 days (11-7).

WREC, Memphis—Granted auth. extend time submit reports on directional antenna (11-2).

KTFI, Twin Falls, Id.—Granted extension exp. auth. subject hearing and decision by commission (11-7).

Mutual Brdcstg. System Inc., New York —Granted extension temp. auth. to 12-1-35 authorizing location and use of studios for transmittal by wire to CKLW (10-31).

WTAL, Tallahassee — Granted extension test period 30 days (11-7).

KFKA, Greeley, Col.—Granted extension test period 30 days (11-7).

NEW, Int. Typographical Union, Indianapolis—Denied petition intervene applic. L. M. Kennett, Indianapolis, for new station 600 kc 1 kw D; to have Examiner's report in Kennett case set aside and case remanded to examiner for further hearing and report; to have petitioner's pending applic. new station at Indianapolis 560 kc 1 kw 5 kw LS unltd. (facilities of WIND) heard at same time as further hearing on Kennett applic. now set for Nov. 7, be postponed indefinitely pending further hearing on both applications (11-7).

WDEV, Waterbury, Vt.—Granted extension temp. auth. operate WDEV to 3-1-36 pending action on consent invol. assignment license (11-6).

WOW, Omaha—Granted spec. auth. 5 kw 30 day (11-1).

Examiners' Reports . . .

NEW, Utah Radio Educational Society, Salt Lake City, etc.—Examiner Hill recommended (I-126) that applic. Utah Radio Educational Society for CP 1450 kc 1 kw unltd. be denied; that applic. Louis H. Callister, Provo, Utah, for CP 1200 kc 100 w unltd. be dismissed with prejudice; that applic. Paul Q. Callister, Salt Lake City, for CP 1370 kc 100 w unltd. be denied; that applic. Great Western Brdcstg. Assn. Inc., Logan, Utah, for CP 1500 kc 100 w unltd. be denied; that applic. Great Western Brdcstg. Assn. Inc. for CP 1210 kc 100 w unltd. at Provo, Utah, be granted; that applic. Munn Q. Cannon, Logan, Utah, for CP 1210 kc 100 w unltd. be dismissed with prejudice; that applic. Jack Powers, Frank C. Carman, David G. Smith and Grant Wrathall, d/b Utah Brdcstg. Co., Salt Lake City, for CP 1500 kc 100 w unltd. be granted; that applic. J. A. & J. M. Reeder and L. R. Jensen, d/b Cache Valley Brdcstg. Service Inc., Logan, Utah, for CP 1370 kc 100 w unltd. be denied.

NEW, Bellingham Pub. Co.—Bellingham, Wash.—Examiner Bramhall recommended (I-127) that applic. CP 1420 kc 100 w un'td. be denied.

KGBU, Ketchikan, Alaska — Examiner Dalberg recommended (I-128) that applic. increase from 500 w to 1 kw 5 kw LS be granted if applicant complies with recommendations of engineering department with respect to antenna.

NEW, F. N. Pierce, Taylor, Tex.; NEW, Eugene DeBogory, d/b Tem-Bel Brdcstg. Co., Temple, Tex.—Examiner Walker recommended (I-129) that applic. F. N. Pierce for CP 1310 kc 100 w D be denied; that applic. Eugene DeBogory CP 1310 kc 100 w D be granted.

NEW, Dudley J. Connolly & Co., Chattanooga, Tenn.—Examiner Seward recommended (I-130) that applic. CP 1200 kc 100 w D be granted.

NEW, Mountain States Brdcstg. Corp., Salt Lake City—Examiner Seward recommended (I-131) that applic. CP 550 kc 500 w be dismissed without projudice.

NEW, Willis T. Shaughenessy, New York— Examiner Bramhall recommended (I-132) that applic. CP 1370 kc 100 w unltd. be dismissed without prejudice.

WBHS, Huntsville, Ala. — Examiner Seward recommended (I-133) that applic. renewal license be dismissed.

Applications . . .

NOVEMBER 1

NEW, New England Radio Corp., Bridgeport, Conn.—CP 1370 kc 100 w D, amended re equip.

WOR, Newark — License for CP aux. transmitter.

KFPM, Greenville, Tex. — CP change equip., increase from 15 to 50 w, change hours to D, call to KVOG, amended re equip., and to 100 w.

NEW, Wilton Harvey Pollard, Huntsville, Ala.—CP 1200 kc 100 w unltd., asks facilities WBHS.

NEW, J. R. Maddox & Dr. W. B. Hair, d/b Chattanooga Brdcstg. Co., Chattanooga, Tenn.—CP 590 kc 1 kw unltd.

KABR, Aberdeen, S. D. — CP change equip., move transmitter locally.

KFJM, Grand Forks, N. D.—CP change equip., change from 1370 to 1410 kc, increase from 100 w to 1 kw 5 kw LS, amended re equip., antenna, and to 1 kw D & N.

NEW, B. A. Thompson, Santa Cruz, Cal.—CP 1210 kc 100 w 250 w LS unltd., amended to 1310 kc, change equip.

NEW, Donald A. Wike, H. E. Studebaker, Baker, Ore.—CP 1370 kc 100 w 250 w LS unltd., asks freq. of KUJ if KUJ is granted applic. for change.

APPLICATIONS RETURNED — NEW, Frederick L. Keesee, Auburn, N. Y., CP 1310 kc 100 w unltd., asks facilities WMBO; WSMK, Dayton, modif. license from 200 to 250 w; KMLB, Monroe, La., exp. auth. 1210 kc to 12-1-35.

NOVEMBER 2

NEW, Pampa Daily News Inc., Pampa, Tex.—CP 1200 kc 100 w D, amended to 1310 kc.

NEW, Douglas G. Boozer and Jack Richards, Brunswick, Ga.—CP 1420 kc 100 w D, amended re equip., change applic. to Brunswick Radio Broadcast Station.

WMFN, Clarksdale, Miss. — CP change antenna, move transmitter locally, amended to place transmitter at 3d and Yazoo Ave.

NEW, Athens Times Inc., Athens, Ga.—CP 1450 kc 500 w unltd., asks facilities of WTFI.

WFBM, Indianapolis—License for CP as modif. change equip., move transmitter and studio.

NEW, Kidd Bros., Taft, Cal.—CP 1420 kc 100 w D, amended re equip.

NOVEMBER 4

NEW, Emilio Defillo Ramirez, Mayaguez, P. R.—CP 1370 kc 100 w 250 w LS ltd., amended to spec. hours.

NEW, Gulf Coast Brdcstg. Co., Corpus Christi, Tex.—CP 1330 kc 250 w 500 w LS unltd., amended to 880 kc.

NEW, International Typographical Union of North America, Indianapolis — CP 560 kc 1 kw 5 kw LS unltd., asks facilities WIND.

APPLICATION RETURNED — KECA, Los Angeles, license for CP as modif. new equip., increase power, move transmitter locally.

NOVEMBER 6

KLUF, Galveston, Tex.—Extension exp. auth. 100 w 250 w D to 7-1-36.

APPLICATIONS RETURNED — NEW, R. R. West, Rock Springs, Wyo., CP 1500 kc 100 w unltd.; WBNY, Buffalo, modif. CP move antenna locally.

NOVEMBER 7

NEW, Mary M. Whitehill, executrix estate of Harry C. Whitehill, Waterbury, Vt.—Invol. assignment license to Mary M. Whitehill.

WJIM, Lansing, Mich.—CP new equip., increase from 100 w 250 w D to 500 w 1 kw D, change from 1210 to 1450 kc, asks freq. of WGAR if WGAR applic. facilities WMMN is granted, amended to 1010 kc, omit request for WGAR freq.

WAML, Laurel, Miss.—Vol. assignment license to New Laurel Radio Station Inc.

WTAL, Tallahassee—License for CP as modif. new station 1310 kc 100 w unltd., amended re equip.

KGBX, Springfield, Mo.—Invol. assignment license to Springfield Brdcstg. Co.

WMBD, Peoria, Ill. — Modif. CP move transmitter, change equip. requesting approval antenna and transmitter site between Peoria and Pekin, change equip., extend completion.

KGBX, Springfield, Mo.—Extension exp. auth. 1230 kc. 500 w unltd., directional N to 6-1-36.

NOVEMBER 8

WBNY, Buffalo—Modif. CP approval antenna and transmitter at Kenmore Ave., studio 485 Main St.

NEW, Nathan N. Bauer, Miami — CP 1420 kc 100 w unltd.

NEW, Jefferson Brdcstg. Co., Ormond O. Black, pres., Birmingham—CP 1200 kc 100 w 250 w LS unltd.

NEW, Memphis Commercial Appeal Inc., Mobile, Ala.—CP 950 kc 1 kw 5 kw LS unltd., directional N.

KWK, St. Louis—CP new equip., move transmitter locally.

NEW, Robert Raymond McCulla, Oak Park, Ill.—CP 1500 kc 100 w unltd.

NEW, Tulare-Kings Counties Associates, Charles A. Whitmore, pres., Visalia, Cal.—CP 1200 kc 250 w D, amended to 1190 kc.

NEW, D. J. Lindberg, La Grande, Ore. —CP 1420 kc 100 w 250 w LS unltd., freq. of KRLC if it gets freq. change.

KGMB, Honolulu—Auth. transfer control to Pacific Theaters & Supply Co.

NOVEMBER 11

WFBR, Baltimore—License for CP.

WHIS, Bluefield, W. Va.—CP new equip., increase from 250 w 500 w D to 500 w 1 kw D, move transmitter locally.

NEW, Harmon LeRoy Stevens and Herman LeRoy Stevens, d/b Port Huron Brdcstg. Co., Port Huron, Mich.—CP 1370 kc 250 w D.

WCAU, Philadelphia—CP increase to 10 kw.

NEW, Gulf Coast Brdcstg. Co., Corpus Christi, Tex.—CP 880 kc 250 w N 500 w D unltd., amended to 1330 kc.

KNEL, Brady, Tex.—License for CP as modif. new station 1500 kc 100 w D.

WPTF, Raleigh, N. C.—Exp. auth. 5 kw spec. hours, directional and conventional antenna; CP move aux. transmitter locally.

NEW, Memphis Commercial Appeal Inc., Mobile, Ala.—CP 950 kc 1 kw N 5 kw D unltd. directional N. amended to 5 kw D & N.

NEW, Steffen Ice & Ice Cream Co., Wichita, Kan.—CP 1500 kc 100 w unltd.

KRLC, Lewiston, Id.—CP change equip., increase from 100 to 250 w, change from 1420 to 1390 kc, rule 6G, amended re transmitter site.

KVI, Tacoma—CP move transmitter, change equip., increase from 1 to 5 kw D, amended transmitter site to King County, Tacoma.

NEW, Howard N. Mitchell, Sacramento—CP 1310 kc 100 w unltd., amended re trans. site.

NOVEMBER 12

NEW, C. A. Rowley, Ashtabula, O.—CP 1200 kc 100 w D, amended to 940 kc 250 w.

WNAX, Yankton, S. D.—Auth. antenna measurement.

NEW, Southwest Brdcstg. Co., Prescott, Ariz.—CP 1500 kc 100 w unltd., asks facilities KPJM.

NEW, Luther E. Gibson, d/b Times-Herald Pub. Co., Vallejo, Cal.—CP 1320 kc 250 w D.

KFRC, San Francisco—License use old transmitter as aux.

KHJ, Los Angeles—Same.

KDON, Del Monte, Cal.—License for CP as modif. new station 1210 kc 100 w unltd.

APPLICATIONS RETURNED—WAML, Laurel, Miss., vol. assignment license to New Laurel Radio Station Inc.; NEW, International Ladies Garment Workers Union, New York, CP 970 kc 1 kw unltd.; NEW, Vincent Hoffman, Chicago, CP 1310 or 1500 kc 100 w unltd.; NEW, Donald A. Wike, H. E. Studebaker, Baker, Ore., CP 1370 kc 100 w N 250 w D unltd.

NIB Ponders Rates

AT THE CALL of President Edward A. Allen, a group of officers of National Independent Broadcasters, Inc., newly formed independent station association, met in Washington Nov. 13 to discuss rate structures and other preliminaries in connection with their projected campaign for national business. James O'Shaughnessy, New York advertising consultant who has been retained to set up the representation organization, was in attendance. Others present included James W. Baldwin, NAB managing director; W. Wright Gedge, WMBC, Detroit, secretary of NIB; John Elmer, WCBM, Baltimore and William Dolph, WOL, Washington.

AP Adds Assessment

ASSOCIATED PRESS action last month, in assessing an additional 5% upon member newspapers which broadcast local news, has caused a furore among numerous newspapers using the reports. Stations have been notified that the AP, as of Oct. 5, has resumed the 5% additional assessments, under instructions of its board of directors. Some twoscore newspapers, it is understood, are using local news flashes over stations and are subject to the additional levy. The protests are based on the contention that only local, rather than AP foreign news is being used and therefore should not be subjected to any additional assessment. It is indicated that the matter will come before the AP board at its next meeting.

Stratosphere Flight Broadcast by NBC

NBC GAVE a complete verbal picture of the history-making ascent into the stratosphere Nov. 11 by Capt. Albert W. Stevens and Capt. Orvil A. Anderson, short-wave relays keeping the world in close touch as the balloonists rose to 74,000 feet, a height never before attained by man.

An 8 watt RCA transmitter in the gondola, operated by battery, was picked up by stations at Rapid City, S. D.; Bound Brook, N. J.; Point Reyes, Cal., and Rocky Point, Long Island. All these stations participated in the relays at various times.

The first broadcast described preparations for the take-off when a 22-foot rip in the fabric was repaired. The second described the start of the ascent and in subsequent programs the details of the flight were explained, the broadcasts numbering 11 in all.

William Lundell, director of the NBC special events department, was in charge of the broadcasts. NBC engineers installed and maintained all RCA equipment necessary to constant communication between the flyers and their ground crews, weather experts, scientific advisers and sponsors.

At 1:50 p. m. the balloonists broadcast from 74,000 feet, establishing a radio record. They then were congratulated by Dr. Gilbert Grosvenor, president of the National Geographic Society, sponsoring the flight, and Gen. Oscar Westover, acting chief of the Army Air Corps.

During the descent the aviators conferred with Capt. Edwin C. Musick, pilot, and William Burke Miller, NBC night program manager, who were flying over California in the plane *China Clipper*; with scientists in Rapid City, S. D., Chicago and New York; with the ground staff at flight headquarters; with Hugh Chevins, English newspaperman speaking from the *London Telegraph* office in London. All these conversations were broadcast.

Besides the broadcast conversations, NBC provided constant communication with the balloon, where the receiving set was in continuous operation. Robert Morris, NBC engineer, kept in touch with the balloonists and with Capt. Randolph P. Williams, flight meteorologist, who followed the balloon in a plane, and Capt. H. K. Baisley, flying a photographic plane.

Radio listeners could hear instruments clicking in the gondola. Capt. Stevens' voice faded frequently during the broadcasts but he explained in a broadcast after the flight that he frequently was as much as three feet from the microphone while talking, being occupied with scientific apparatus.

The *New York Times* in its Nov. 12 issue carried verbatim reports of the broadcast conversations. During the flight New York newspapers had reporters stationed at NBC studios, where they relayed information to their offices.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

MPPA NOT TO BAR OFF-AIR RECORDS

"OFF THE AIR" recording for stations, advertisers or other radio users will not be interfered with by the Music Publishers Protective Association, according to a letter to James W. Baldwin, managing director of the NAB, from John G. Paine, MPPA executive. The issue arose because broadcasters have only the performing right covering transcriptions, whereas MPPA issues recording rights to transcription companies for which it collects a separate fee.

Mr. Paine said that MPPA, after mature consideration had decided not to press its rights in connection with the manufacture of records. "We feel, however," he added, "that the point brought up by this discussion is one that should not be lost sight of because it is going to be difficult for us to know how far a radio station may find it necessary to invade our copyright in order to carry on its own business."

KNX Exhibit Explodes

THERE was an explosion at the FCC Nov. 13. An exhibit in the famous "Marmola" hearings of last month, blew up. It was a bottle of "Malk", a concentrated apple juice product introduced in the case involving KNX, Hollywood. It seems the apple juice fermented and the inevitable took place. Stenographic transcripts of the hearing as well as exhibits, all stored in the same filing cabinet, were saturated.

QUALITY

A WORD that needs no explanation! We pride ourselves in the fact that many of the World's leading radio stations are using our "Quality" Crystals. Accuracy guaranteed BETTER than .01% before leaving our laboratory.

CRYSTAL SPECIALISTS

SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00 Approved by Federal Communication Commission. Two Crystals $90

Scientific RADIO SERVICE

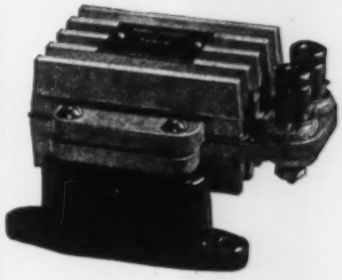
124 JACKSON AVENUE

University Park

HYATTSVILLE, MARYLAND

Send for our price list and booklet

Dept. B-115



PRECISION

DUMMY-ANTENNA RESISTORS

The *General Radio Type 525 Resistor* is designed for use in testing the power output of radio transmitters as the resistive element of a dummy antenna.

These resistors are rated to dissipate 100 watts, and are adjusted to an accuracy of 0.1 per cent.

They are available in 5 resistance sizes from 4 ohms to 600 ohms, and are uniformly priced at $8.00.

For Complete Details Write for Circular P-19-B

GENERAL RADIO COMPANY

30 State Street Cambridge, Mass.

Show Must Go On

THE SHOW must go on, in radio as well as in the theatre. Which is why plans have been made to run a direct wire from the NBC studios in Chicago's Merchandise Mart to the Evanston home of the Paul Meads. Mrs. Mead, who is Clara of the *Clara, Lu and Em* programs, is expecting a child sometime in January, so the other girls will meet at her house and broadcast from there for several weeks before and after the blessed event, with Clara being written out of the script only while she is in the hospital. Clara is the last of the trio to become a mother. Lu (Isobel Carothers) adopted a boy last spring, and a daughter was born to Em (Helen King) Aug. 20.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

JOHN H. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D.C.
Telephone NAtional 7757

Massachusetts Presenting Technical Radio Series

A COURSE of eight lectures on radio technique is being broadcast by the University Extension Division of the Massachusetts Department of Education over the International Short Wave Station W1XAL (6040 kc.), Boston, operated by World Wide Broadcasting Corp. In charge is C. Davis Belcher, formerly of the old Radio Commission and the U. S. Department of Commerce.

Eight blue prints illustrating the lectures are sent to enrolled members. The series, which began in October, is elementary in nature, to be followed by a more advanced series. Questions of course members will be answered in each broadcast. Information on the series may be obtained from the Division of University Extension, Department of Education, State House, Boston.

LEHN & FINK Inc., New York (Hind's cosmetics) has added KMOX, St. Louis, to its local talent spot campaign over 19 stations.

STUDIO NOTES

A TABLOID newspaper *That Air Business* will make its bow Nov. 15 from KTUL, Tulsa, with a Christmas issue. The newspaper will give program tips and suggestions to local prospects as well as list features available for national spots. Copies will be sent to agencies and local advertisers.

MORE than 17,000 persons attended 32 public broadcasts in the new $600,000 studio building of WGN, Chicago, in October. As many more inspected Studio I in the preview of four days, bringing the total number of visitors to 34,000 at the end of the first month.

WNBX, Springfield, Vt., observed a double celebration recently, its extension to unlimited time and its third anniversary on the air. Prominent officials and station executives took part in the program. John Wahlen, president; F. W. Wheeler, treasurer and station manager, and Frank Lyman, vice president, all participated.

FOR its sign-on and sign-off, WSB, Atlanta, has recorded Lambdin Kay's famous signature and radio's first theme song — "The Journal Covers Dixie Like the Dew." Mr. Kay's signature is credited with having changed the name of the state from Georgia to Jaw-Juh.

WOR, Newark, has added a half-hour to its night schedule, signing off at 1:30 a. m. now after a new period of dance music.

DISC-OVERS A JOB

Chicago Agency Man Sells His Services by Auditions

THE accusation is often made that advertising men are the poorest self-advertisers and the last to use their skill and experience in their own interests. If this is the rule, then Walter S. Holden Jr. is the exception that proves it. For Mr. Holden, after a year as director of radio productions at Hays MacFarland & Co., Chicago advertising agency, found himself in need of a job and used his radio technique to get one.

When he called on an agency which might be in the market for his services, Wally carried under his arm not a book of sample scripts but a 15-minute transcription, a regular radio presentation planned and prepared to sell Mr. Holden. The program opens with a brief commercial announcement; then, to the tune of Michigan's Alma Mater, begins a review of Wally's career from the time of his graduation from the University of Michigan in 1933. To illustrate his radio versatility Wally dubbed onto his record parts of some of the programs he had produced: Institutional programs such as the Minneapolis Symphony for Grunow refrigerators and Montgomery Ward's *Immortal Dramas* mingled with others of the straight-selling type. The record concludes with a dramatized sales talk on the services and ideas Wally Holden has to offer.

Wally asked 27 different agency executives to listen to his presentation and only two turned him down. As he realized, many of those who listened had no openings then, but his unusual approach made an impression that is not likely to soon be forgotten. Finally he found the right party at the right time, and Walter S. Holden Jr. is now a member of the radio department of the Chicago office of Hanff-Metzger Inc.

THE FIRST two weeks of a safety campaign put on by the Gordon Baking Co., Detroit (Silvercup bread), as part of their *Lone Ranger* broadcasts over the Mutual network drew a total of 136,737 pledges from boys and girls, stating they would obey the safety rules of the "Lone Ranger Club" and asking to be enrolled as members. The program is broadcast Mondays, 8 to 8:30 p. m., Wednesday and Friday.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Across-the-Board Programs Feature Schedule of WMCA

WMCA, New York, has adopted a policy of using strip programs, the station's schedule now consisting of 71% programs of this type. Of the 43 strip series, 19 are sponsored, with four being seven times a week, 21 six times, and the balance Monday through Friday.

The station's idea is to "make it easy for our listeners to select programs appealing to their tastes and interests since they can regularly tune in the same features at the same time day after day."

The strip theory is that the small advertiser with an average program is much better served by such a series because he cannot expect listeners to remember when he is on the air unless it is a regular time every day. The local advertiser, it is believed by WMCA, is fighting too big a competition from the networks if he has a weekly program whereas if he is on every day at the same time he can get an overflow audience from the networks, a substantial audience over a week's period. In addition, it is believed that a local station thus can pull a new group of listeners each day from among the regular network listeners who do not care for the programs the networks offer at that period.

Among sponsors of across-the-board programs on WMCA are: *Physical Culture Magazine*, Olsen Rug Co., Radio Adv. Co. of America, Fitch Investment Service, Natural Bloom Cigar Co., Koppers Coke Co., Sally's Fur Studio, Arnold's Apparel Inc., Sachs Furniture Co., Barney's Clothes and Finlay Straus Inc.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman for local station. Substantial drawing account and commission paid. Submit references and selling record first letter. Box 410, BROADCASTING.

Situations Wanted

Chief Engineer of 100 Watt Station, desires change to larger or more progressive station. Box 408, BROADCASTING.

Operator, now employed, first class Radiotelephone Radiotelegraph license, desires employment progressive station. Six years' experience. Location unimportant. Box 404, BROADCASTING.

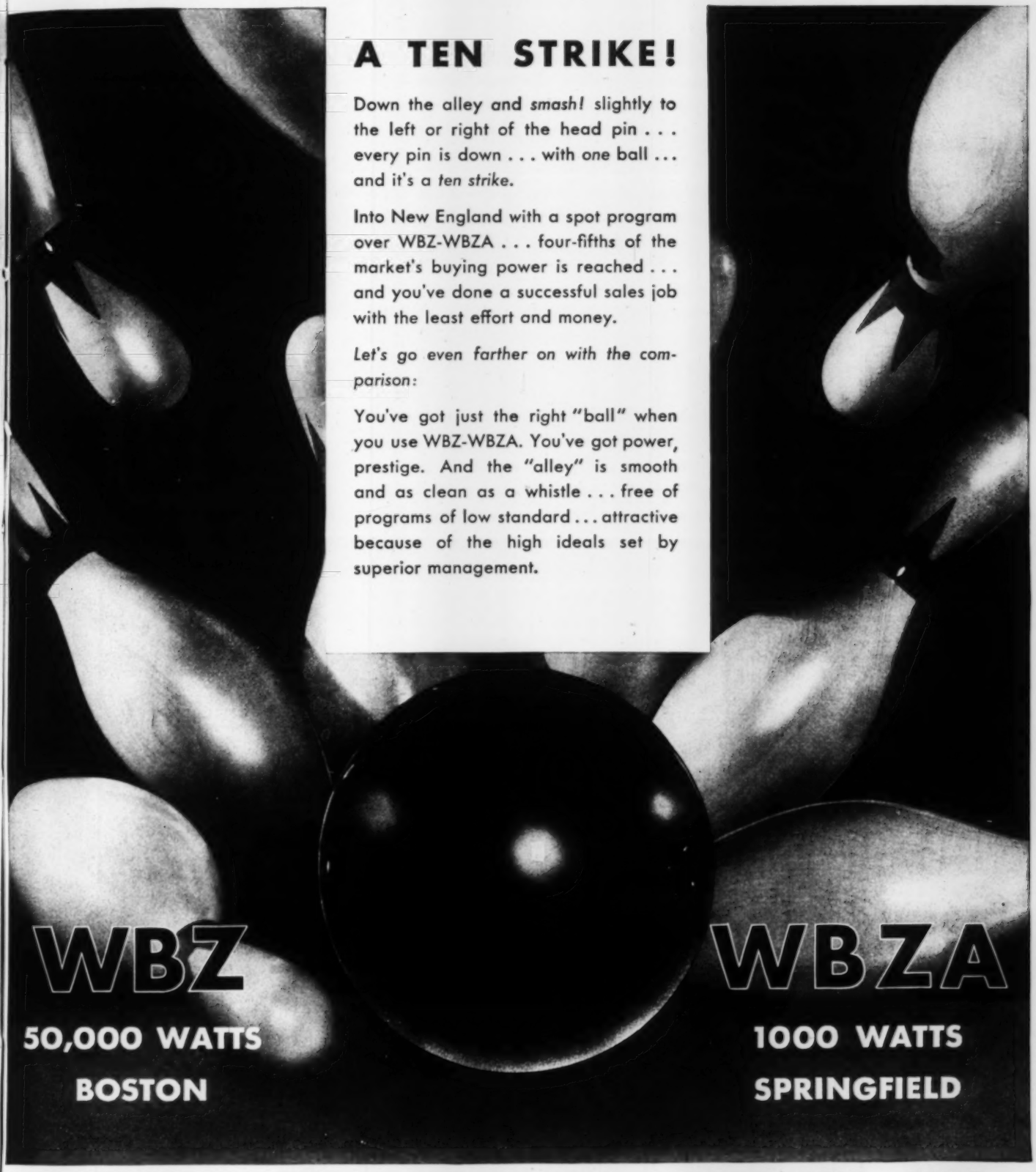
Engineer, radio telegraph and radio telephone, first class license, seven years radio experience, now employed, desires position with broadcast station, anywhere. Box 409, BROADCASTING.

Manager creditable commercial and production background desires change. Finest credentials of character and accomplishment in all departmentals. Wide experience in other media with large institutions. Box 406, BROADCASTING.

For Sale—Equipment

For sale cheap, two 200 foot galvanized steel towers. Highest quality and in A-1 condition. Address Box 407, BROADCASTING.

One Western Electric 1KW Transmitter, complete with spare tubes and parts, including thermostatic Crystal Control panel and generators. Box 405, BROADCASTING.



A TEN STRIKE!

Down the alley *and smash!* slightly to the left or right of the head pin . . . every pin is down . . . with *one* ball . . . and it's *a ten strike.*

Into New England with a spot program over WBZ-WBZA . . . four-fifths of the market's buying power is reached . . . and you've done a successful sales job with the least effort and money.

Let's go even farther on with the comparison:

You've got just the right "ball" when you use WBZ-WBZA. You've got power, prestige. And the "alley" is smooth and as clean as a whistle . . . free of programs of low standard . . . attractive because of the high ideals set by superior management.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ **WASHINGTON** ★ **CHICAGO** ★ **SAN FRANCISCO**

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT